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JPRS-TTP-85-011

23 April 1985

19980901 075

Worldwide Report

TELECOMMUNICATIONS POLICY,
RESEARCH AND DEVELOPMENT



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23 April 1985

WORLDWIDE REPORT

TELECOMMUNICATIONS POLICY, RESEARCH AND DEVELOPMENT

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HONG KONG

DELIBERATIONS OF BROADCASTING REVIEW BOARD REPORTED

TVB Asks License Renewal

Hong Kong SOUTH CHINA MORNING POST in English 9 Feb 85 p 8

[Article by Rosalyn Pang]

[Text]

The seven-day presentation by Television Broadcasts Ltd on the local broadcasting industry ended yesterday with the station's representatives asking for another 15-year licence.

A licensing period of less than 15 years would seriously hinder the development of the television industry in Hongkong, TVB executives told the Broadcasting Review Board.

TVB currently holds a 15-year licence which is due to expire in 1988.

Suggestions have been made that the licensing period for commercial broadcasters should be confined to five years, with a public hearing held before each renewal.

Executives of TVB said this idea was impractical as much television investment carried a pay-back period of longer than five years.

"So far, this 15-year licensing period with a mid-term review has proven to be most appropriate for Hongkong," said Mr Robert Chan of TVB.

"We therefore respectfully submit that the present arrangement be continued."

However, the board's chairman, Mr Justice Power, said television stations in some countries had licences shorter than five years, and they seemed to work very well.

TVB executives said that the introduction of a third television station — even if it was a public broadcaster — might destroy the industry.

The closure of Commercial Television in 1978 indicated that Hongkong's financial and manpower resources could not support three stations, they said.

Sharing channels for public broadcasting was impractical too, they said, as it would only break the stations' programme continuity, confuse the audience or even upset the public's daily life.

Executives said TVB was willing to help in public broadcasting, and was confident of meeting the demand of Hongkong people in providing entertainment as well as educational programmes.

They supported the idea of setting up a children's television fund, and said the station was willing to produce more children's and current affairs programmes.

TVB executives were, however, reserved on the introduction of a sliding scale for the station's financial contributions to the public purse which would include a minimum cut-off.

At present, the station contributed a fixed 25 per cent of its earnings to the Government.

TVB executives were also reserved on the idea of setting up a radio and television complaints tribunal.

They said the station was working well with the Television and Entertainment Licensing Authority (TELA) and appeal channels were already available.

They also said the station operated an in-house office to handle audience inquiries and complaints.

A considerable amount of time was spent discussing whether TVB had observed a regulation controlling the

number of commercial breaks in feature films.

Under the regulation, TVB has to submit feature films with no natural breaks, but which still carry advertisements, to the TELA before they were aired.

Quoting a document drafted by the former commissioner of the TELA, Mr Justice Power said TVB had apparently ignored the provision.

TVB executives on the other hand said that the station had acted in accordance with the law by working closely with the TELA.

ATV's First Public Hearing

Hong Kong HONGKONG STANDARD in English 14 Feb 85 p 2

[Article by Kirsten Ellis]

[Text]

ASIAN Television is coming out of its financial problems and has reaped a marginal profit for the first time in its history.

Its chairman, Mr Deacon Chiu, said the increasing profit margin is an indication of the station's popularity and will allow it to expand and improve existing services.

The network came under media spotlight yesterday when senior staff took to the floor at ATV's first public hearing of the Broadcasting Review Board.

Chiu said that with extra funds, ATV was able to invest in new technological equipment, making the station the first in Asia outside Japan to possess the sophisticated Betacam for news and programme production.

He said picture transmission had improved up to 50 per cent after modernising transmitting facilities.

"Now that ATV has a much healthier financial base to expand from, we can do the things which we had longed plan to," Chiu said.

He said major plans for the future include the improvement of children's programmes and an increase in public affairs and public service programmes. ATV is planning to introduce a 24-hour broadcasting service on its Chinese channel.

Chiu said that ATV was also planning major technical developments to enhance the station's quality.

ATV at the moment was against the much-discussed notion of a third Chinese channel. ATV consultant, Mr Chris Bale, said that a third station would be competing for the same talent, and would jeopardise the quality of programming and the financial health of the present two channels.

Bale believed the present balance of the two Chinese channels and two English channels should be maintained. But he warned against phasing out one English channel in preference to a Chinese channel.

Bale urged the board to consider granting advertising breaks between newscasts. He said ATV hoped to extend its news service in the years to come, with more investigative reporting given access to the screen.

"Our ability to lengthen newscasts depends on whether or not advertising breaks are permitted. It is our submission to the government to explain why there should not be advertising in news as there is in almost every other type of programme.

"There are advertising breaks on either side of

newscasts and public affairs programmes are frequently sponsored. Fears that advertisements might lead to an erosion of editorial independence are unfounded.

"If advertisements are allowed in newscasts there will be an immediate improvement in the news service provided to viewers, because it will be possible to extend the duration of the casts," he said.

ATV brought up a suggestion that cable television, which could be a conceivable service for Hongkong in future, does not have the ingredients for survival.

"Hongkong is too convenient a place for personal shopping for goods and services of all kinds, and this reduces the demand for most of the interactive services available from the Cable Television.

"A cable television operator would have great difficulty in programming, having to compete with free televi-

sion for entertainment, news and sports or programmes as a specialty channel. The cost of territory-wide networking would be too high for any independent cable television operator to carry," Bale said.

ATV hopes to go ahead with the implementation of multiplex sound broadcasting, and is casting its eye further for more technical advances.

"We are confident that multiplex will bring a new experience in television enjoyment and that the heavy capital investment can be justified by an increase in the audience base," said Bale.

On teletext, Bale said that it could only serve Hongkong's population if there is a breakthrough in a system capable of generating Chinese characters.

"We therefore strongly urge the government to make a decision on which system of Teletext will be used in Hongkong."

Bale said that ATV felt

the industry would benefit by local training programmes at educational institutions, co-ordinated through a television training council in which representatives of the station would sit.

"Such a steering body would design and co-ordinate all programmes towards the manpower requirements of the industry in terms of both quality and number."

He said until training programmes became operational, RTHK should be required to expand its in-house training so that it does not recruit from within the industry.

Possible clamps on advertising are causes for concern amongst ATV staff. Bale said that in the case of cigarettes, the government's policy may effect a situation of unfair discrimination against television, while allowing cigarettes to continue to be advertised in other media.

Satellite Hookup Sought

Hong Kong HONGKONG STANDARD in English 16 Feb 85 p 2

[Text]

CABLE and Wireless is considering a business opportunity with a US satellite company to provide a new satellite programme service to Hongkong.

Speaking at the final public hearing of the Broadcasting Review Board, the general manager of Telecommunications Services and Marketing at Cable and Wireless, Mr Barry Moul, said he is hopeful that a licence will be granted to permit subscription television programmes.

Cable and Wireless has already applied to the Commissioner for TV and Entertainment Licensing.

The proposed service will provide a 24-hour live newscast, sports and current affairs programmes similar to those currently distributed in the United States, Japan, Australia and Bermuda. It will shortly be available in the United Kingdom.

The service is carried on the Intelsat satellite system.

The subscription service will only be available in En-

glish and will primarily be targetted for distribution to major hotels.

Moul said he was optimistic that the service will have large appeal among the expatriate community, particularly Americans.

"To justify the cost of the venture, we will need to install the service in a minimum of 6,000 to 8,000 hotel rooms in Hongkong. Although feasibility tests and cost estimates are still in a raw stage, the installation will cost US\$10 a month for each hotel room. We are optimistic that response from hotels will be favourable," Moul said.

However, the scheme faces two major problems.

"The legislative interpretation of what constitutes broadcasting service says that the proposed service is not in this category. This means that it does not fit into any existing licensing structure other than, possibly, as a registered service within the general licence of Cable and Wireless.

"Even so, we believe that it will be technically feasible

to provide an economical service," Moul said.

Censorship requirements in Hongkong also pose severe headaches.

Coverage is entirely live — precluding censorship.

Moul said the censorship standards of the transmitting country will automatically become the standards for Hongkong.

"The programme material for the proposed service will consist of news, associated interviews, talk shows and the like. "Although no guarantee can be given with regard to opinions expressed, or to the sex, violence, or bad language content of the transmission, I would not expect that offensive material will be contained in such programmes," Moul said.

The chairman of the Broadcasting Review Board, Mr Justice Powers, said he was concerned that live material from the United States will be received complete with advertisements with no local appeal.

He advised Cable and Wireless to explore the possibilities of inserting local advertisements into the transmission breaks.

However, Moul said the problem was "technically extremely difficult."

"It is possible to blank out the advertisements, but this will require employing somebody for 24 hours to sit with his finger on a button and, thus, increase operating costs significantly.

"Clearly we will like to offer the proposed service. Aside from the regulatory issues, it will only be possible if the government relaxes its censorship requirements of incoming TV transmissions," Moul said.

In other developments, the deputy chairman and managing director of Commercial Radio, Mr George Ho, made his second submission to the board yesterday.

He was upset over a paper submitted by Television Broadcasts (TVB) last week.

Ho said the supposition on audience ratios for radio made by TVB was incorrect.

TVB's statement said radio listening was on the decline and that 37.8 per cent of the population aged 15 or over were not radio listeners.

Ho said the matter "needed to be put in its proper perspective" and that TVB's inference that radio

was not a mass media he put to rest.

Commercial Radio has a 62.2 per cent listening population, making it a medium in its own right, Ho said.

He said the present system of broadcasting was well-planned and well-conceived in the best interests of Hongkong.

But he was dubious about schemes proposed to the board in recent weeks, such as the proposal to take away from the existing broadcasting services all the VHF/FM frequencies, in order to form a separate VHF/FM network ostensibly to serve district needs.

"This will destroy Hongkong's present efficient broadcasting services which have been developed patiently and progressively over the years," Ho said.

He said that Commercial Radio would like to propose the feasibility of introducing a limited number of local or suburban stations over a period of time.

However, local stations should be "earned, and not imposed upon the people, since it is a privilege, and not a right, to have one," Ho said.

Basic Issues Discussed

Hong Kong SOUTH CHINA MORNING POST in English 16 Feb 85 p 2

[Editorial]

[Text]

The many submissions offered to the Broadcasting Review Board in the past few weeks provide a comprehensive view of what the industry and the public would like to see in local television and radio programmes. They of course go very much further in outlining policy changes considered desirable by those inside and outside the industry.

It is fair to say that Hongkong has been well served by both media in recent years and while it is possible to nitpick on many minor issues the overwhelming wish would be to see not so much a major expansion of services as an improvement in quality of what exists already, particularly in television.

The question of advertising policy on smoking took up a lot of the Board's time, and while this is one nettle it will have to grasp, it is not by any means the dominating concern. Nor, indeed is violence on the screen, though it is understandable that both should concern an increasing numbers of viewers anxious about the influence they can have on community attitudes and behaviour, particularly the young.

Like it or not, we do look to "the authorities" to be a public guardian against displays of explicit sex and

excessive violence. Many would prefer to have no interference, but we live in a conservative bicultural society which has definite views on what should and should not be shown on our screens at certain hours of the day, and we would ignore these at our peril.

The more basic issues concern the future of Government radio in Hongkong and one of the key points to be considered is whether RTHK should remain under Government control. And if it is to become a public corporation how could it be financed and regulated? Is it possible for Hongkong to have an equivalent of the BBC operating independently?

It is certainly worth investigating though whether there is a justification for a fully independent television station run by RTHK is questionable. The submission by both commercial TV stations that "two is enough" is hard to dispute on commercial grounds, particularly after the CTV fiasco. RTHK seems to do best by making its own high quality programmes and having them screened on the existing stations and if that policy can be continued it might be the best solution. It also provides a stimulus to the two stations to raise their own standards.

There may well be scope for a special supplementary television service of some kind, though we doubt whether a proposed news and sports service from the United States alone would even satisfy hotels, much less the general public. It seems much too restricted in scope. If such a service is to be provided it must be more comprehensive both in terms of geographical coverage and depth and variety of programmes.

As always the amount of time devoted to advertising on television loomed large in the arguments heard before the Board's hearings. And while the viewing public may deplore incessant commercial breaks they provide the bread and butter (and jam as well) which enable the stations to improve programmes and services.

Clearly some restraint is needed, as well as some guideline to ensure a fair balance between continuity and commercial necessity. At present commercial breaks are most irksome on special programmes and features and it is here that greater regulation is needed.

As for the duration of a television station's licence many will agree that the present 15 years is excessive and while the Board's view of five is not unreasonable a compromise of seven to 10 might be fairer. Clearly the licence should not be so broad as to persuade any station to believe that it has a "licence to print money" more or less indefinitely. The authorities must be able to maintain effective control, as the experience with the two bus companies has shown.

And while both have worked hard to give a fairly good service, bearing in mind what their commercial counterparts in other parts of the English-speaking world provide, there will be an increasing need for informative documentary and analytical programmes which are less attractive to sponsors. There must be some obligation to accept these as standard fare.

Finally there may well be a justification for having some standing authority overseeing the electronic media if only to ensure that it is responsive to changes and receptive to public complaints. The Board has demonstrated that it is a popular forum which has generated a good deal of public interest and comment. It would be a pity to see such a forum disbanded with no recourse for public representation.

HONG KONG

PAPER GIVES DETAILS OF C&W-PRC TELECOM COOPERATION

Hong Kong HONGKONG STANDARD in English 5 Mar 85 pp 1, 16

[Text]

TELECOMMUNICATIONS services in China took a big stride forward yesterday with the signing of an agreement with Cable and Wireless to upgrade facilities there.

Under the package, both sides agreed to conduct feasibility studies on potential joint ventures in the field.

Initially, two projects, costing more than US\$520 million (\$4,056 million), will be initiated.

They are the establishment of a Telecommunications Technology Development Centre in Beijing and the development of telecommunications services in the Yangtze Delta area.

The agreement was signed in the Great Hall of the People in Beijing by Cable & Wireless' chairman and chief executive, Sir Eric Sharp, and the Chinese Vice-Minister of Posts and Telecommunications, Mr Wu Jichuan.

The feasibility studies have begun and one of the main tasks is to set priorities for areas for development, the company's Far East director, Mr Brian Pemberton told *The Standard*.

He said many other commercial establishments of other countries were also interested in cooperating with China in this regard.

"That's why we are very pleased to have been chosen as a partner for these two projects," he said.

In a statement, Sharp described the accord as "a significant development" in the relationship between his company and China.

The Beijing centre will provide consultancy services to provincial, city administrations and other enterprises.

It will also provide urgently required facilities needed for the import of advanced technology in the form of equipment and data-based services.

The centre will include conference, office and hotel facilities, and its establishment is expected to cost US\$20 million (HK\$156 million).

Pemberton said feasibility studies on the Beijing centre were expected to be completed by the middle of this year.

The Yangtze Delta area of more than 100,000 sq km has traditionally been known as the golden area of China and contains the greatest concentration of industrial cities, the richest agricultural areas and the commercial centre of Shanghai.

The telecommunications traffic in this area has been increasing at a rate of 25 per cent a year and currently accounts for more than 12 per cent of China's total telecommunications revenue.

It is anticipated that the telecommunications capital expenditure programme in the Yangtze Delta area will exceed US\$500 million (HK\$3,900 million) during the next five years.

Cable and Wireless had previously established joint venture and project activities with China's provincial and municipal authorities.

The latest agreement "reflects the desire of the Ministry of Posts and Telecommunications and Cable and Wireless to cooperate in the development of efficient and economical telecommunications systems necessary for the expansion of

industry and commerce", the statement said.

Pemberton said the most urgent telecommunication needs had to be decided by China but one area which needed improvement was its telephone system.

He said Hongkong had 80 telephones for every 200 people while China only had one.

"So there is great development potential there and it is one of the priorities in which the Chinese administration is paying a lot of attention to," Pemberton said.

Some of the major projects that Cable and Wireless had carried out in cooperation with China in the past include:

- In 1973, a land telephone cable was laid between Hongkong and Guangzhou. The 180-km twin coaxial cable has a capacity for 300 channels.

- An agreement to cooperate in the provision of a 975-km trunk microwave system across Guangdong province was signed in September 1982 in London between Cable and Wireless

and the Guangdong Posts and Telecommunications Bureau.

- A Letter of Intent was signed in September 1982 in the presence of the British Prime Minister, Mrs Margaret Thatcher, in Guangzhou for the formation of a joint venture company to provide telecommunications services to the oil industry in south China.

- An agreement was signed in March 1981 between Cable and Wireless and the Guangdong Posts and Telecommunications Administrative Bureau for a joint project to construct a high capacity microwave radio communication system linking Hongkong, Shenzhen and Guangzhou.

- An agreement was signed in June 1983 in Guangzhou between the Guangdong Posts and Telecommunications Bureau, Cable and Wireless (HK) Limited and Hongkong Telephone Company, for the installation of a long distance telephone tandem exchange in Guangzhou.

CSO: 5550/0044

PEOPLE'S REPUBLIC OF CHINA

ANHUI REPORTERS VISIT BORDER BROADCASTING SITE

OW250812 Hefei Anhui Provincial Service in Mandarin 1100 GMT 24 Feb 85

[Sixth report on a visit to the Guangxi frontier frontline by station correspondents (Yu Liqian) and (Liao Shanlong) and station reporter (Lu Xianhu)]

[Excerpts] We called on a certain division at the Guangxi frontier area on 9 February. Immediately after we entered the camp, we heard some beautiful music and a woman announcer's broadcast amid the gentle breeze. It was so nice to meet someone of the same occupation at this frontier frontline; so, we decided to call at the broadcasting station that evening. (Jian Yesheng), chief of the broadcasting team, cordially welcomed us and briefed us on another kind of battle at the frontier frontline.

In a room for propaganda work aimed at the Vietnamese soldiers, we saw a model of about 10 by 10 [No unit as heard] of the frontier area. Along our side of the border, we saw a series of broadcasting loudspeakers. They were just like daggers piercing deep into the hearts of the Vietnamese soldiers. Although there were no trenches in this area, the battle line of propaganda broadcasting stretched for 100 miles. Although this battle of propaganda broadcasting cannot kill any enemies directly, it can awaken the Vietnamese soldiers' consciences, and enable them to differentiate wars of justice from wars of injustice.

During the self-defense war against the Vietnamese troops last year, the broadcasting team shouted propaganda at the enemy troops for over 40 days, for a total of more than 230 times. This has clearly demonstrated the strength of propaganda broadcasting. After hearing our broadcast, Vietnamese soldiers have gained a clear idea about the Vietnamese authorities' criminal acts of expansionism and have begun to get tired of the war. The Vietnamese were forced to cope with the situation by making frequent transfers of their soldiers. The Vietnamese side also shelled our broadcasting positions more than 10 times, dropping over 300 shells, in an attempt to destroy and disrupt our propaganda broadcasting. But, the enemy's fire can never eliminate our voice of the battlefield. To commend its good work, an authority of higher command has awarded the broadcasting team a second-class merit. [passage omitted]

CSO: 5500/4132

PEOPLE'S REPUBLIC OF CHINA

BRIEFS

TV REDIFFUSION RELAY STATIONS--Beijing February 15 (XINHUA)--Many more Beijing residents will view this year's spring festival television extravaganza, today's BEIJING DAILY reports. There are now 100 rediffusion relay stations in the rural areas of the Chinese capital. The 61 added for last national day bring good reception to 96 percent of Beijing's villagers. Gone are the days when, as the paper recalls, younger viewers lugged sets to hilltops. Rural Beijing's first stations were built in 1979, but channel two reception was still bad, especially in hilly areas. Changping County, just north of the city, even runs its own local television news and shows while relaying city and national programs. [Text] [OW151219 Beijing XINHUA in English 1150 GMT 15 Feb 85]

XINJIANG TO IMPROVE TELECOMMUNICATIONS--Urumqi, February 15 (XINHUA)--The Xinjiang Uygur Autonomous Region Government has made plans to invest more than 300 million yuan to improve its telecommunications services. The region occupies an area of 1.6 million square kilometers, one-sixth of the country's total. Some remote towns and cities are more than 2,000 kilometers away from the capital city of Urumqi and the antiquated equipment makes telephone or telegraphic communications very difficult. Construction will begin in June on a nine-story telecommunications building in Urumqi. The investment will amount to 15 million yuan. Upon completion in 1987, the telecommunications building with a total floor space of 14,000 square meters will be equipped with the latest facilities. Projects scheduled to be completed this year are a satellite ground station and installation of telephone exchanges with a total capacity of 10,000 lines and 500 kilometers of wires. An imported advanced-technology telephone installation--a 10,000-line program-controlled digital switching system--will be put into use next year. A computerized automatic message-switching system and a cable linking Urumqi and Lanzhou, capital of Gansu Province are also scheduled for completion by 1989. As of December last year, Xinjiang had approximately 50,000 telephone exchanges linking 98 percent of its cities and townships. More than 80 percent of the region's 1,029 post offices offer telegraph services and 369 have services in more than one language. [Text] [OW150843 Beijing XINHUA in English 0817 GMT 15 Feb 85]

SHANDONG ELECTRIC CABLE--The project of the 1,800-channel coaxial cable carrier between Jinan and Zhangdian, Shandong Province, passed its acceptance test and was formally made available to the users on 9 February. This is the first of its kind and was designed and financed by the province itself. This electric cable is 112 kilometers long. Its opening will play an active role in relieving the pressure on the long-distance electric circuit between Jinan City and Zibo Prefecture. [Summary] [Jinan DAZHONG RIBAO in Chinese 2 Mar 85 p 1 SK]

PRC, UK SIGN AGREEMENT--Guangzhou, March 8 (XINHUA)--An agreement on the development of numerical control telephone exchange project in Zhujiang Delta was signed here between the Posts and Telecommunications Department of the Guangdong Province and cable and wireless PLC of Britain here today. Present at the signing ceremony were Kuang Ji, deputy governor of Guangdong Province, Lord David Young, minister without portfolio and leader of the British trade delegation, as well as British Ambassador to China Sir Richard Evans. [Text] [OW082325 Beijing XINHUA in English 1646 GMT 8 Mar 85]

ELK TELECOM STARTS COMMUNICATION PLAN--Changsha, March 14 (XINHUA)--An optical communications venture will be set up by the Changsha Computer Company of Hunan Province and Elk Telecom Inc of the United States under a contract signed here on March 12. The venture, the CCC Elk Fiber Optic Telecom Inc, will have three factories, with equipment and technology provided by the U.S. side. When it goes into operation 24 months from the date of registration, the venture will be able to produce 13,000 km of over-moded fibers, 2,000 km of cables, 80 sets of equipment and 6,000 pairs of photoelectric devices a year. The Chinese and U.S. firms will share the investment of five million U.S. dollars, and the cooperation term will be 15 years. The first construction project planned by the venture will be the 50-km direct telephone system between Changsha and the nearby industrial city of Zhuzhou. [Text] [OW141003 Beijing XINHUA in English 0939 GMT 14 Mar 85]

NEI-MONGGOL POSTAL TELECOMMUNICATIONS ACHIEVEMENTS--In 1984, Nei Monggol Autonomous Region made marked progress in developing postal and telecommunications undertakings. Gross transactions of the state postal and telecommunications units throughout the region showed an 8.2-percent increase over the 1983 figure and income from these transactions showed a 19.4-percent increase over the 1983 figure. The difference between income and expenses among these units showed a 24.1-percent decrease over the 1983 figure. Since the 3d Plenum of the 11th CPC Central Committee, cities across the region have scored an increase of more than 39,500 telephone lines, equal to the 82 percent of the total number of telephone lines set up during the 29-year period since the founding of the PRC. As of the end of 1984, the region had opened 70 new postal delivery routes by entrusting local units, a 52.2-percent increase over the 1983 figure; set up 104 new postal agencies, a 35.1-percent increase over the 1983 figure; and employed 170 new agents, a 36-percent increase over the 1983 figure. The region also built 4,193 postal and telecommunications stations throughout rural areas, a 200-percent increase over the 1983 figure. [Excerpts] [Hohhot NEIMENGGU RIBAO in Chinese 25 Feb 85 p 1 SK]

HEILONGJIANG TELEVISION RELAY STATION--The Bayan television broadcasting station located in (Yimashan) village in Bayan County, Heilongjiang Province, was finished and opened on 22 March. It also contains the microwave relay station for the provincial Radio and Television Broadcast Department. Following the inauguration, most villages and towns in Bayan County and its neighboring counties began to receive clear television pictures. [Summary] [Harbin Heilongjiang Provincial Service in Mandarin 2200 GMT 29 Mar 85 SK]

LIAONING POSTAL, TELECOMMUNICATIONS WORK--Liaoning Province plans to increase the number of telephone sets to 3.2 million by year 2000. Then, over 20 percent of the areas in Shenyang and Dalian Cities will have telephones. [Summary] [Shenyang Liaoning Provincial Service in Mandarin 1030 GMT 5 Feb 85 SK]

RADIO STATIONS--By the end of 1984, there were 161 radio broadcasting stations in China, increasing by 39 stations compared with the previous year. The total number of television stations in China reached 105 in 1984, increasing by 53 stations as compared with that in 1983. [Summary] [Beijing Domestic Service in Mandarin 1200 GMT 19 Feb 85 OW]

CSO: 5500/4132

VIETNAM

BRIEFS

THUAN HAI WIRED RADIOS--Thuan Hai Province has established 82 wired-radio stations in various districts, towns, and villages. Implementing the motto the state and people work together, people in Bac Binh, Ninh Son, and Ham Tan Districts and Phan Rang City contributed thousands of workdays and millions of dong to build and buy equipment for 19 wired-radio stations in 1984. The Thuan Hai broadcasting station has also organized programs for people in various mountainous districts and villages. [Summary] [Hanoi Domestic Service in Vietnamese 0500 GMT 27 Mar 85 BK]

HUE CITY WIRED RADIO--The Hue City wired radio station was established shortly after the liberation of Binh Tri Thien Province 10 years ago. To date, the station has installed over 200 km of wire with 268 public loudspeakers and 5,423 family loudspeakers. Every day, apart from relaying broadcasts from the Voice of Vietnam and provincial radio stations, the Hue City wired radio station regularly presents three programs of its own. [Summary] [Hanoi Domestic Service in Vietnamese 2300 GMT 23 Mar 85]

CSO: 5500/4321-F

CANADA

TELESAT CANADA DISCOUNT, JOINT VENTURE OFFER ANNOUNCED

Satellite User Discount

Toronto THE GLOBE AND MAIL in English 6 Feb 85 p B8

[Article by Lawrence Surtees]

[Text]

Telesat Canada wants to offer a "seat sale" to potential users of its six domestic communication satellites beginning March 1.

Subject to approval of the Canadian Radio-Television and Telecommunications Commission, Telesat will offer a full satellite channel (dedicated to the user on a full-period, 24-hour-a-day basis) at half price if the customer already leases one other full channel and undertakes the second lease for a year.

Telesat proposes to offer this discount from March 1, 1985, to Dec. 31, 1986.

In order to stimulate demand and new applications of its satellites, the company also wants to offer a special sale to new customers with new ideas. If the idea is novel and has commercial potential, the experimental service seat sale will give a customer 75 per cent off the going price of a channel, whether it is leased on a partial or

full basis, or whether the customer wants to use it all the time or just occasionally during the day.

This discount would be offered from March 1 until June, 1987.

Telesat is the domestic satellite operator and operates two satellites in the 6/4 Gigahertz frequency band, three in the higher-powered 14/12 GHz band and has one satellite operating in both. A full channel on the 6/4 GHz satellite dedicated to a user 24 hours a day and unpre-emptible costs more than \$150,000 a month to lease under the current tariff.

The sale "is in response to needs voiced by customers and will encourage an early and rapid fill of our satellite capacity," said Telesat president Eldon Thompson.

At a Telesat-sponsored users' conference in November, Moses Znaimer, president of Toronto-based CITY-TV, raised the idea of a seat sale.

Mobile Communications Joint Venture

Toronto THE GLOBE AND MAIL in English 22 Feb 85 p B13

[Article by Lawrence Surtees]

[Text]

Telesat Canada, eager to develop a satellite for mobile communications, wants to enter a joint venture with a similar U.S. company and has released its proposed conditions for companies wanting to offer the service jointly with Canada.

Telesat's principles of co-operation will enable potential U.S. satellite carriers to complete their planning for a North American-wide mobile communications satellite. The arrangement envisages joint commercial testing, operation, ownership and financing of such a satellite, with Telesat paying half the cost and participating U.S. companies picking up the rest.

Dubbed MSAT, such a satellite would be used for communications over large distances by users of mobile communication systems, including land, marine and air mobile telephones, mobile radio and the recently developed cellular radio-telephone systems.

MSAT would extend the reach of these systems with a minimum of terrestrial equipment, particularly into remote and isolated areas. The U.S. and Canadian governments began planning for such a system in 1981 and want the MSAT system to be used jointly.

Telesat's proposals for co-operation at the commercial level parallel an arrangement between the federal Department of Communications and the U.S. National Aeronautics and Space Administration, signed in 1983.

Telesat is Canada's sole domestic communications satellite operator.

Unlike other communication

satellite systems, which have been conceived using government money to build and launch the first satellite, a decision was made in 1983 to undertake MSAT as a commercial project in its first phase.

"Telesat wishes to make it known to all potential U.S. (MSAT) service providers that it is willing to co-operate in the provision of such services," the company says in its proposal.

The company has been meeting with at least two U.S. companies, Mobile Satellite Corp. of Pennsylvania and Skylink Corp. of Boulder, Col., ever since they applied to the U.S. Federal Communications Commission in 1983 to build and launch such a system. At least two other U.S. companies are contemplating applications to the FCC. Skylink has been particularly active in lobbying the Canadian and U.S. Governments to approve a single mobile satellite system.

If the FCC allows an applicant to go into the MSAT business and the company agrees to work with Telesat, the first satellite would be launched by either of the companies and the partner not owning the satellite would lease service from the other until its own identical satellite was launched.

Telesat spokesman Mike Bryan said all costs would be shared equally by the partners, pursuant to a joint venture agreement. Telesat estimates its share of the total capital costs to get the first MSAT bird into operation would be \$230-million, which includes \$100-million for the Canadian satellite. The company believes service could begin as early as 1990.

CSO: 5520/28

CANADA

STATUS OF TELIDON VIDEOTEX TECHNOLOGY DISCUSSED

Windsor THE WINDSOR STAR in English 21 Feb 85 p C14

[Article by Dan Leger]

[Text]

OTTAWA (CP) — Six years and more than \$250 million later, Canada's highly touted Telidon videotex technology is emerging cautiously from under the wings of the protective government that developed it and is entering the big, bad market.

Depending on who you talk to, Telidon has been moderately successful, greatly successful or a complete dud.

The federal government, which is ending its support for Telidon March 31, says the project achieved its goals, the technology was developed and turned over to the private sector at a cost of about \$80 million to government.

Companies spent at least \$200 million putting together the hardware and trying to develop markets. But if the technology has been mastered, markets haven't. The Canadian version of Telidon, which costs at least \$850 for the basic equipment, is in very few homes and businesses.

THE DEPARTMENT of Communications developed the two-way television system, announced that it would become the wave of the future in communications and then became caught up in its own rhetoric about its great commercial promise. It now is more guarded in describing Telidon's success.

Department spokesman Colin Franklin defends the program by saying it achieved its aim of developing the technology and transferring it to the private sector. But he admits the enthusiastic estimates of the early days were overblown.

Telidon's supporters predicted there would be 40,000 Canadian homes connected to the system by now, but it's doubtful there are 1,000 domestic users.

"I DON'T THINK it has developed as fast as some people had hoped, but it's been developed," Franklin said in an interview.

To date, there is only one major Canadian company doing business using Telidon, Toronto's Info-

mart, a division of Southam Inc.

Infomart has successfully marketed its Grassroots system, a service for farmers in Ontario and the Prairies that provides information on everything from prices and markets to the weather.

GRASSROOTS HAS about 2,000 subscribers now at \$15 a month and is adding new farm customers at the rate of 100 a month, says Infomart spokesman Leigh Sigurdson. And Infomart, through agreements with a variety of U.S. firms, is bringing two new services on line, Grassroots America and Grassroots California.

Grassroots America is being marketed in conjunction with three of the biggest U.S. farm co-operatives with a total membership of 800,000. That's more than three times as many farmers as there are in all of Canada.

The Grassroots California system is still in its infancy, having officially opened for business on Feb. 11 after six months of trials.

INFOMART SELLS Telidon under its industry acronym NAPLPS, or North American Presentation-Level Protocol Syntax, a fancy way of saying that Telidon has been accepted as the North American standard for teletex systems.

And it is rapidly being converted for use in home microcomputers, an area Infomart and others hope to capitalize on.

But there are nagging problems, the foremost being the minimum \$850 cost of purchasing decoders to enable TV sets to hook up to the system.

Microchips developed by Norpak Ltd. of Kanata, Ont., and Rockwell International Corp. were supposed to bring down the cost to \$100 per decoder by the end of 1984, but that hasn't happened.

AND THE HOPE of persuading television manufacturers to include built-in decoders in their sets has met resistance. Television set manufacturers haven't wanted to add to the cost of their products, but that may change.

Ken Bowering, a Norpak spokesman, said the company has an agreement with a Korean television manufacturer to build and market inboard decoder and related videotex equipment in medium to low-cost television sets. The companies hope to have the new products on the market by Christmas.

CSO: 5520/28

CANADA

NORTHERN TELECOM ANNOUNCES NEW MERIDIAN LINE, DMS PRODUCTS

Meridian Office Automation Products

Windsor THE SATURDAY WINDSOR STAR in English 16 Feb 85 p F11

[Article by David Climie

[Text]

TORONTO — Northern Telecom Ltd. (Nortel) took a bold step into the office automation market with the introduction this week of new integrated office hardware and advanced switching equipment.

The announcement by the Canadian telecommunications giant signals its long-awaited move into the highly-competitive market of office automation and the expansion of its "open world" marketing concept.

THE NEW LINE of digital products, known as Meridian, includes a sophisticated voice and data terminal, a local networking system that allows standalone terminals to interact screen-to-screen and new additions to the company's family of private branch exchanges.

Private branch exchanges, or PBXs, transmit data and voice over ordinary telephone lines and are central to connecting multi-func-

tion operations in an automated office.

NORTEL'S Meridian product line includes two office information systems, the larger of which allows improved integration of data processing and computer equipment using only four regular phone lines.

The advanced hardware allows information to travel over the wires at 2.6 million bits a second, forty times faster than current transmission standards.

"The new systems introduced are a necessary stage in Northern Telecom's telecommunication drive," said Diane Flood, industry analyst with Northern Business Information (NBI) in Toronto. "IT'S AN evolutionary introduction, not a revolutionary one."

The company's new integrated terminal, the Meridian 4020, can link up with both office networking systems and combines voice (telephone) and data

(screen) capabilities.

With switching equipment in place, two computer users can retrieve the same data on separate screens and changes made on one screen will simultaneously appear on the other.

THE TERMINALS can be also be equipped with software that will convert a voice response into digital signals so the message will appear on the receiving operator's screen.

Nortel's terminals and local networking systems are compatible with both IBM and Digital Equipment Co. standards so sales can be made to customers with office equipment already installed.

The Meridian 4020 will be priced competitively to the IBM personal computer (retail price \$5,500-\$6,000) but cannot function as a standalone terminal — meaning the computer cannot be used on its own without being connected to a central processing unit.

ALAN LYTLE, director of marketing for Northern Telecom

Canada, said the M4020 will be marketed as an alternative purchase to an IBM personal computer.

Nortel is not going into direct competition with IBM but is building its existing clientele and expanding its technological strength outside the PBX market, Lytle said.

NORTEL spent about \$100 million developing the new equipment and that the hardware, due to roll-out by mid-1985, will be manufactured in Nortel's plants in Minnetonka, Minnesota.

According to Flood, the integrated terminal and networking systems introduced by Nortel are not unique products in the market and that its pricing strategy, to be announced later this year, will be a key factor in determining the rate of adoption.

"The high speed (of the systems) will give Nortel a jump on the market but they were expected to introduce the products six months ago. Nortel is clearly at the mid-point stage before moving into a higher generation of multi-function telecommunications products."

DMS Telephone Switch Products

Toronto THE GLOBE AND MAIL in English 22 Feb 85 p B13

[Text]

Touted as a key to its Open World concept, Northern Telecom Ltd. of Mississauga, Ont., has announced a wide range of new products and software enhancements to be added to its line of digital telephone company switches. The products, which will be available in 1986 and 1987, are geared to improving the efficiency of its digital switches and to integrating separate communication networks with a single switching product, the DMS-100.

They include a new message switch module that will enable the DMS-100 to switch calls from

packet-switched network lines, thus integrating these data communications networks with the traditional public network.

Another product, the DMT-400 synchronous multiplexer, will allow telephone switches hooked up to high-speed fibre optic lines to preserve all the signal qualities of the fibre signals during the switching process.

CSO: 5520/28

CANADA

TWO TYPES OF TRACKING TECHNOLOGY SYSTEMS EXAMINED

Search, Rescue Satellite

Toronto THE GLOBE AND MAIL in English 4 Feb 85 p 24

[Article by Patrick Sullivan]

[Text]

OTTAWA — A high-technology system that has been in operation for only two years and employs just seven military personnel at Trenton, Ont., is revolutionizing Canadian search and rescue operations, a rescue specialist in Trenton says.

Captain Jim Kendall said the SARSAT (search and rescue satellite) system has allowed the Canadian Forces to pluck canoeists from an isolated river, pilots and passengers from downed planes and an injured trapper from isolation, but he expects advances in emergency locator transmitter technology will make the rescue process even faster within five years.

"There have already been times the ELT has gone off and we've found them before they were listed as overdue," he said.

SARSAT operates from a mission control centre at Trenton. The satellite, in polar orbit, listens for signals from ELTs throughout Canada. The signal is relayed to Trenton, where the location of its source is calculated to within 20 kilometres, and help is dispatched.

The Yukon community of Watson Lake tasted SARSAT technology last year.

Last July, a small plane arrived there as scheduled, but the pilot left immediately without filing another flight plan. He soon crashed, but SARSAT transmitted his distress signal to Trenton — about 6,000 kilometres away — and he was quickly rescued.

"He would have been there a long time without SARSAT," Capt. Kendall said.

Less than six months later, a trapper living in isolation near Watson Lake injured himself in a fall. He had a portable ELT, however, and SARSAT promptly relayed his signal.

Canada, the United States and France are the original SARSAT partners, with the Soviet Union co-operating with its own compatible rescue satellite, COSPAS. Capt. Kendall said Norway, the United Kingdom and Sweden have since become involved, and Brazil is expressing strong interest.

"SARSAT is making a hell of a difference," said Gordon MacSwain, regional manager of the Canadian Aviation Safety Board in Toronto. "Provided the ELT is serviceable and goes off, they'll know where you are in an hour and a half." Capt. Kendall said SARSAT may eventually eliminate the problem of ghost planes, those that disappear without a trace in Canada's lakes and forests.

Mr. MacSwain has a file listing five such disappearances in Ontario since 1957, the most recent involving Metro Toronto Police officer Rabin Sandhu. A pilot with two years of flying experience, he left Toronto's Island Airport for Winnipeg on Jan. 4, 1977. He and his wife, Anga, haven't been seen since.

Malfunctioning ELTs, or false alarms from them, are still a major problem. "About 97 per cent of our business is still false alarms from airports and elsewhere," Capt. Kendall said.

But he said the potential far outweighs the problems. SARSAT has already helped rescue four people when their plane crashed on the East Coast, and last August it was responsible for the rescue of ELT-equipped canoeists after their canoe capsized in an isolated Ontario river.

He said SARSAT also helped pin down the location of British Columbia artist Toni Onley's plane when it crashed last year.

Computer Chip Tracking

Toronto THE TORONTO STAR in English 6 Feb 85 p A15

[Article by Judy Nyman]

[Text]

Parents may soon be tracking their offspring using a tiny computer chip sewn into children's clothing.

A battery-operated micro-chip transmitter — about a quarter the size of a fingernail — and a receiving device about as big as a clock-radio will be on the market within the next two years, if Trackfinder Inc. president Greg McGoarty has his way.

\$300 pricetag

The company plans to update technology that has been around for years and apply it to the consumer market to help track people, pets and personal property.

For about \$300, you will get 15 to 20 transmitters and one receiver. Or, if you prefer, you can buy individual transmitters for \$10 and hook up to a moni-

toring station with a much broader range — southern Ontario, for example — for about \$6 to \$8 a month.

The monitoring service will take longer to develop, however, because it requires the use of broadcast towers and sophisticated computers, McGoarty said.

Today, slightly larger chips costs about \$80, making the price of a transmitter-receiver system about \$2,500.

The micro-chips he plans to mass merchandise will be small enough conceal almost anywhere, McGoarty said. They will be programmable so an alarm goes off when the object being tracked moves out of a pre-set range.

Although the chip has a range of only five to eight kilometres (three to five miles), it can be

tracked from the air for up to 32 kilometres (20 miles).

In crowds

And while the range seems limited, McGoarty said the alarm alerts parents the instant a child has gone beyond the desired area so police can be notified immediately, if abduction is suspected.

The chips might also be used to keep tabs of kids in crowded areas such as the Canadian National Exhibition, shopping plazas, or anywhere else a child is likely to get lost.

The device loses efficiency and range in building-congested downtown areas or underground garages and subways, where its signal is weaker.

The chips could have commercial applications, too. Retail stores already use identification tags to set off alarms when people leave the shop without paying; but chips can be coded to identify the item as well as track it.

McGoarty admits the chips have drawbacks. Just as a parent can track a child, a criminal could track a potential victim by planting the device in a coat pocket or purse and later following that person home.

And, he said half-jokingly, unfaithful spouses might have to tell the truth after staying out until 3 a.m., because they might be "bugged" by their suspicious marriage partners.

CSO: 5520/28

CANADA

BRIEFS

NEW BELL DATA SYSTEMS--Bell Canada has agreed to acquire the data systems division of its sister company and, beginning in April, will name its new subsidiary Bell Data Systems to market and support a wide range of data processing systems, terminals and office automation software. The utility arm of Bell Canada Enterprises Inc. of Montreal announced the agreement yesterday with Northern Telecom Ltd. of Mississauga, Ont., to purchase the division, subject to further negotiation. Northern Telecom's data systems division will keep its head office in Montreal. It sells and maintains data processing and office automation hardware and software manufactured by the company. Brian Hewat, executive vice-president of marketing at Bell, said the acquisition complements Bell's marketing thrust as computers and communications converge. [Text] [Toronto THE GLOBE AND MAIL in English 8 Feb 85 p B13]

EUROPEAN SATELLITE INVESTMENT--OTTAWA (CDJ)--Canada will invest about \$40 million in the European Space Agency's remote sensing satellite, ERS-1, to be launched in 1989, the federal energy department says. Canada has participated in planning the satellite since March, 1980, and now will participate in its building, launching and operation. Prime contractor for the ground segment will be Macdonald, Dettwiler and Associates of Vancouver; Spar Aerospace Ltd. will be the contractor for the satellite data handling subsystem; Comdev Ltd. will be the supplier of microwave components. [Text] [Toronto THE TORONTO STAR in English 11 Jan 85 p E3]

DEFENSE OFFICE AUTOMATION SYSTEM--The Department of National Defence has awarded a contract for Unix-based office automation systems to Motorola Information Systems Ltd. of Brampton, Ont. The contract is for 37 super-microcomputers to be installed at 35 bases across Canada and in West Germany. It is a preliminary stage of the department's ADP project, a plan to provide automation at base and station levels. [Text] [Toronto THE GLOBE AND MAIL in English 1 Feb 85 p B11]

CSO: 5520/28

INTER-AMERICAN AFFAIRS

BRIEFS

TELECOMMUNICATIONS PARLEY'S CONCLUSIONS RELEASED--Buenos Aires, 26 Mar (TELAM)--The search for acceptable solutions for the interests of America regarding procedures for the use of frequencies and communications services via satellite must be an immediate objective, according to the conclusions of the international seminar on communications held here. The conclusions were revealed today at the telecommunications meeting sponsored by CITEL, which began yesterday at the post office, to unite the ideas of the region for the next international meeting to be held in Geneva. It proposes the revision of the existing satellite systems at the international, regional, and domestic levels, citing the sale of satellite links to overcome long distances and natural obstacles. Regarding areas of coverage, the need was stressed to coordinate frequencies and the calculations made to measure interference between adjacent satellite systems to enable more reliable emissions. [Text] [PY271404 Buenos Aires TELAM in Spanish 1714 GMT 26 Mar 85]

CSO: 5300/2055

BRAZIL

DOMESTIC SATELLITE TO START OPERATING 1 APRIL

PY260241 Rio de Janeiro O GLOBO in Portuguese 24 Mar 85 p 11

[Text] Brasilia -- The Brazilian Telecommunications Satellite, Brasilsat, will go into operation on 1 April, when it will start receiving domestic traffic from two television networks, Globo and Bandeirantes. The information was released by Benjamin Himelgryn, chief of the Domestic Satellite Communications Department of the Brazilian Telecommunications Company [Embratel].

Yet only by 31 May will Embratel fully transfer the domestic traffic which today is being channeled through Intelsat to the Brasilsat. Services such as telephone, telex, data communications, and so forth, will be gradually transferred during April and May. Antennas receiving and transmitting heavy signal traffic such as those of Boa Vista and Santarem will be first directed to the Brasilsat. Later, voice channels of less capacity will also be connected to the Brasilsat.

This week Embratel concluded what it described as excellent tests and verified the operation of the space segment. Beginning today and until month's end, the performance of antennas for receiving signals will be examined and will be directed toward the Brasilsat. Once these tests are concluded, the traffic now channeled through the Intelsat will be immediately transferred to the Brasilsat.

In April Embratel will stop using and will return to Intelsat two or three of the seven channels ("transponders") leased. It is envisaged that all channels will be returned by 31 May. As a result of having rescinded the contract before the expiration date, Brazil will pay a \$400,000 fine to Intelsat. In return, Brazil will stop paying \$500,000 monthly for the lease of the international "transponders".

CSO: 5500/2054

BRAZIL

BRIEFS

RADIO PERMITS TO BE REEXAMINED--Communications Minister Antonio Carlos Magalhaes has ordered that all the concessions and permits granted to radio and television stations since October 1984 be reexamined. The measure, enforced through a decree, was reported during a press conference today following a meeting with Acting President Jose Sarney. The decree creates a work team made up of representatives of the Ministry General Secretariat and of the National Communications Department [Dentel], which will have to make a complete case by case reexamination within 60 days. In the meantime, the awarding of pending concessions and permits will be halted. The minister justified the decision on the grounds that the criteria established by the ministry have not been complied with in all cases. [Text] [Brasilia Domestic Service in Portuguese 2200 GMT 19 Mar 85]

CSO: 5500/2051

INDIA

FIRM'S SUCCESSES WITH ANTARCTIC MISSION TOLD

New Delhi PATRIOT in English 12 Mar 85 p 8

[Text] **Chandigarh, March 11**—The Punjab Display Systems Limited, popularly known as PUNWIRE, is one of a few distinguished organisations which has contributed to the success of the Indian expedition to the icy continent of Antarctica.

PUNWIRE, a Punjab Government undertaking, located at the nearby industrial town Mohali/Sahibzada Ajit Singh Nagar, has successfully installed and commissioned a direct high-frequency radio communication link between the Antarctica expedition at Gangotri and India. The communication has been working successfully ever since it was installed in February this year.

Disclosing this at a press conference here on Saturday PUNWIRE's managing director B D Khurana said his organisation was inspired in undertaking this challenging task after the Department of Electronics expressed its confidence in the indigenous capability developed by PUNWIRE. The Indian Navy subsequently assigned the task to PUNWIRE barely six weeks before the Fourth Indian Expedition to Antarctica Left Goa for Gangotri. He said PUNWIRE Systems manager G Kumar accompanied the expedition to Antarctica.

The engineers of PUNWIRE worked round-the-clock to design and finalise the sophisticated equipment for establishing the telecommunication link that has braved even the magnetic storms at the

South Pole. The one KW transmitter was commissioned on the ship when it was still en route to the icy subcontinent, he added.

Obviously jubilant at the success Mr Khurana told newsmen that with the help of the one KW transmitter regular communication link was maintained between the ship and the headquarters of the Department of Ocean Development at Delhi.

Later five KW transmitters were installed at the permanent Indian base at Dakshin Gangotri. PUNWIRE had to send more than one tonne of wooden logs along with the ship for erecting a non-sinking foundation on ice.

According to Mr Khurana PUNWIRE's strong R&D and systems design base has provided indigenous capability for taking up complex projects to meet the sensitive defence radio communication needs of the country.

A new integrated wireless communication system has also been developed by PUNWIRE for the first time in the country to provide telephone, telex and facsimile communication extending the network to remote areas thousands of kms apart. These systems were expected to find vast application in sectors like oil and energy, business and industry, transportation, security and defence, he added.

Giving a brief history of PUNWIRE, Mr Khurana said his organisation went into production in 1979 and had a Rs 2.42 crore turnover in the very first year of its commissioning. In the current year PUNWIRE has already achieved sales worth Rs 5 crore, he added.

CSO: 5550/0047

INDIA

BRIEFS

SOVIET BROADCASTING DELEGATION--A high-level Soviet delegation on television and broadcasting arrived in New Delhi this morning. At the airport, the minister for information and broadcasting, Mr V.N. Gadgil, welcomed the delegation. It is led by the chairman of the Soviet State Committee on TV and Broadcast, Mr S.G. Lapin. [Text] [Delhi Domestic Service in English 0830 GMT 27 Mar 85 BK]

USSR BROADCASTERS MEET OFFICIALS--The high-level Soviet delegation on television and broadcasting, now in the capital, today visited All India Radio and Doordarsan [television office]. Led by the chairman of the Soviet State Committee on TV and Broadcasting, Mr S.G. Lapin, the delegation went round the studios. Mr Lapin said the Soviet Union would like a much greater exchange of television and radio programs. [Excerpt] [Delhi General Overseas Service in English 1330 GMT 28 Mar 85 BK]

COMMUNICATIONS WITH ANTARCTICA--A new communication link has been established between the icy continent of Antarctica and India. It will provide communication facility round the clock. A member of the Antarctica expedition, Mr G. Kumar, who has just returned, told newsmen in Bombay that the early communication link was available only for 3 minutes a day through the international maritime satellite. The new communication link is expected to help in saving \$40,000 per year. [Text] [Delhi Domestic Service in English 0240 GMT 29 Mar 85 BK]

BROADCASTING AGREEMENT WITH USSR--India and the Soviet Union are to exchange television and radio programs reflecting cultures of the two countries. A program to this effect was signed in New Delhi today by the minister for information and broadcasting, Mr V.N. Gadgil, and the chairman of the Soviet State Committee on Television and Radio Broadcasting, Mr S.G. Lapin. [Text] [Delhi Domestic Service in English 1530 GMT 29 Mar 85 BK]

BHATINDA TV RELAY STATION--The Doordarsan [Television] Relay Kendra [Center] at Bhatinda started test transmission from yesterday. The 10 kilometer transmitter will cover an area between 70 and 150 kilometers. [Text] [Delhi Domestic Service in English 1530 GMT 1 Apr 85 BK]

ISRAEL

ISRAELI REACTION TO ARABSAT LAUNCH

Tel Aviv MA'ARIV in Hebrew 10 Feb 85 pp 1, 11

[Article by Avraham Peleg and Tamar Golan: "Israeli Space Experts on Launch of Arab Satellite: 'The Arabs Are 10 Years Ahead of Israel in Space' "]

[Text] "The launch of the Arab communications satellite means that the Arabs are 5 to 10 years ahead of us in space," said Prof Dror Sadeh, the coordinator of the Israeli Space Agency, in a reaction to the launch of the first Arab communications satellite, Arabsat.

Prof Sadeh added that the Arabs began preparations for the launch of their own satellite 10 years ago. Although the cost of launching the first satellite was \$130 million, the Arabs have invested about \$500 million in the entire project -- additional satellites for backup, setting up ground stations, and so forth.

The Israeli scientist noted that as of now, the Arabs' role in this project has been initiative and money. The technology is European and American.

The Arab satellite was launched the day before yesterday from the launch base of the European Space Agency in the virgin forests of French Guiana. It was launched by an Ariane rocket that also carried a communications satellite built in Canada for Brazil.

Two ground stations, one in Tunisia and the other in Saudi Arabia, will monitor the satellite's operations for the next 7 years -- the planned life cycle of this satellite.

"Nevertheless," added Prof Sadeh, "there is already some Arab component in the ground stations that have been set up in each one of the 19 Arab countries that were signatories to the project. In the future the project will procure space technology for the Arabs."

One of the signatories to the agreement on the Arab satellite is the PLO, and it will henceforth be able to transmit via Arabsat. The Arab communications satellite will transmit over a very broad range including, among other areas, over the Middle East.

The coordinator of the Israeli Space Agency explained that Israel's preparations in the field of space are being conducted in two directions: a commercial communications satellite and a low-flight research satellite. The second satellite will become operational in several more years, and it will be "planted" in space by one of the American space shuttles.

To the shouts of "Allahu akbar," applause, and embraces, the Arab satellite was launched by an Ariane rocket.

The shouts came from a group of uncommon guests -- 15 excited ministers from the countries of the Arab League that funded the project and the PLO representative in Paris, Ibrahim Susa. The success of the project is a great commercial and technological triumph for France, and it also has far-reaching political significance.

France is offering an inexpensive and convenient service to customers from developing countries. Moreover, it is doing this by means of a public-commercial company and not through a complex government entity such as the American NASA that is also involved in military space programs.

The Arab representatives arrived at the launch site, Guyana, in a Concorde aircraft, also one of the wonders of French technology.

The satellite is covering thousands of square kilometers, from Iran in the east to Algeria in the west.

Arabsat will also permit direct communications between the countries participating in the program. Nevertheless, difficulties are expected because of the significant differences among the regimes in the member countries of the Arab League. Political television programs that will be received, for example, over Morocco and Egypt, which are more modern, will not be well received in countries such as Syria or Iran. Since Saudi Arabia is the principal financial backer for the satellite, it must be assumed that it will also make the final decision.

The chairman of the executive board of General Satellite, the company that will be launching Israel's commercial communications satellite, Major General (Res) Meir 'Amit, said: "The launching of Arabsat was expected. Many years of work have gone into this satellite. Its launching has come after many delays in the projected timetable. Nevertheless, there is no doubt that the Arabs have achieved superiority over us in this field."

In response to a question as to whether Arabsat has military potential, 'Amit said: "In such matters one must always be suspicious, but there is no need for the people of Israel to become hysterical."

5830

CSO: 5500/4509

BOTSWANA

GOVERNMENT URGED TO START PLANNING FOR NATIONAL TELEVISION

Gaborone DAILY NEWS in English 1 Mar 85 p 2

[Text]

GABORONE: The out-going chairman of the Gaborone Television Association, Mr Gobe Matenge, has appealed to the Government to start planning for a national television as soon as possible, and start now with the training of staff.

Mr Matenge was addressing a general meeting of the association at the Thornhill Primary School on Wednesday. The President, Dr Masire announced in November last year that Botswana would have a television network within a foreseeable future.

Mr Matenge applauded and welcomed the announcement that the Government was committed to the establishment of a national television service.

He said such a development would widen Botswana's source of information and could make a very significant contribution to our educational and cultural heritage. He gave the example of India where he said television had been used as a major medium for supplementing formal education in the classroom. He said television in Botswana would provide our children with a view of the world outside our borders which many of them would not have the opportunity to experience first hand.

He advised that bearing in mind the high capital costs of establishing a national television service in the country, serious thought should be given to private sector involvement. He said there was nothing wrong in considering a private commercial station as one of the options for the provision of television in Botswana.

Mr Matenge recommended that in planning for the television service, the Government should follow a similar plan that was preferred with regard to the gradual take-over of the railways.

He said it was announced 10 years ago that Botswana would be taking over the railways and "since then we have been actively training staff and obtaining the necessary equipment so that once we take over the railway, it should run smoothly and professionally."

Mr Matenge declared that the association would monitor television service, and should be prepared to assist and advise Government in the formulation of sound policies as a foundation to TV broadcasting in Botswana.

He said however, that the contribution to the country of television would be diminished if it was too tightly controlled. He hoped that the Government would allow a

national television broadcasting organisation to enjoy a high degree of autonomy such as the BBC in London, "as long as it operates within the framework of Government policy.

It was Mr Matenge's view that a media which acts purely as an uncritical mouthpiece of the Government, or any one interested ground, can potentially do more harm than good to a country's development.

Mr Matenge criticised the national radio station, saying it did not project a positive and professional image. He said despite nearly 20 years of broadcasting, there remains a high degree of amateurism about the production and presentation of programmes.

He asserted that more than half broadcasting hours were devoted to music which he said served the interest of a minority of listeners, and "there are continual complaints about presentation."

Mr Matenge asked not to be re-elected because of other commitments. His position was taken by Mr Kingsley Sebele who is also Permanent Secretary in the Ministry of Home Affairs.

CSO: 5500/122

NIGERIA

BRIEFS

GOVERNMENT TO KEEP MEDIA--The Federal Military Government [FMG] says it has no intention to relinquish its control and ownership of some newspapers and the electronic media. The minister of information, social development, youth, sports, and culture, Group Captain Emeka Omerua, made the remark in Lagos yesterday during a news briefing on the activities of his ministry. The government, he said, would have its own avenue for reaching the people. The minister also announced that a management committee had been set up pending the emergence of a press council acceptable to all. Meanwhile, a consensus has been reached between the ministry and the Nigerian Press Organization to establish a statutory body to be known as the Council of Registered Journalists. Membership of the new body will consist mainly of professional journalists. Among other things, it will be charged with the responsibility of registering journalists and approving suitable training institutions for media practitioners in the country. [Text] [Lagos Domestic Service in English 0600 GMT 26 Mar 85]

CSO: 5500/114-F

SOVIET UNION

TROFIMENKO DISCUSSES 'TELEBRIDGES' WITH U.S. ORGANIZER

ID072145 Moscow Television Service in Russian 0835 GMT 7 Mar 85

[Editorial Report] Moscow Television Service in Russian at 0835 GMT on 7 March broadcasts a 15-minute program entitled "USSR-United States: the search for mutual understanding" which features a studio discussion between Soviet and American participants concerning a previous television linkup between Moscow and San Francisco on an unspecified date.

The opening shot shows a big screen displaying the words "World Beyond War" and "Space Bridge: Moscow-San Francisco" in both English and Russian. This is followed by a brief shot of an auditorium crowded with people and a clip of technicians watching television monitor screens. This sequence is accompanied by the following introduction from an unidentified announcer:

"The space bridge which linked our capital with the American city of San Francisco was 140,000 km long. Thanks to it thousands of doctors, scientists, public figures, and students not only saw each other but spoke to each other. Some were at Ostankino, others were at the Masonic Auditorium. The time difference, the distance, and the language barrier did not get in the way of this, because the Soviet and American participants in the program were united by a common aspiration, to build a real bridge of mutual understanding and trust."

The camera then shows three people seated at a table in a separate room. These are identified as Professor Genrikh Aleksandrovich Trofimenko, head of a department of the United States and Canada Institute and a specialist on Soviet-U.S. relations; an American, Harriet Crosby, "who works hard and spends much time on organizing such telebridges." The third person, identified by caption at the end of the program as Svetlana Starodomskaia, chairs the discussion and acts as interpreter. Crosby says that Soviet and American people must conduct a dialogue since they share so many problems. These problems must be resolved.

Trofimenko goes on to say: "The main problem is how to improve the political climate in the world and, most important of all, how to avoid nuclear war; that is the task."

Starodomsкая and Trofimenko then have the following interchange:

[Starodomsкая] "I looked through your journal. In it I found an article which contained the following analysis: The world, and relations between our two countries in particular, is going through a very complex and serious period. How can this fail to have an impact on the talks which are to be held in Geneva?"

[Trofimenko] "These two things are interrelated. On one hand, the world is indeed going through a very complex period, because the arms race is in full swing. Furthermore, during Reagan's first term in office the U.S. administration damaged relations with our state fairly seriously. On the other hand, the Geneva meeting is an attempt to start afresh, to erase, perhaps, the experience of the first 4 years, to come to mutually acceptable agreements on curbing the arms race, which would make it possible to actually lighten the military burden on the U.S. and Soviet peoples, and apart from that, to resolve a range of other problems -- the problems of improving political relations."

Crosby then says many Americans believe the differences between the two countries can be resolved. Starodomsкая leafs through a selection of letters from Soviet citizens calling for peace and an end to war. A fourth person, who is now doing the interpreting for Crosby, can be seen in the room.

Starodomsкая recalls seeing the film Star Wars in the United States and says: "I recall the reaction of the children in the cinema. They were so glad when good triumphed over evil. The term star wars no longer refers only to this film; the film has probably been forgotten. Eight years have passed. The term is now used by politicians and journalists."

Trofimenko reminds her that 3 Star Wars films have been made and another is planned; he says: "When politicians talk about star wars they use the title of this popular film to sell a not very good idea to the people, the idea that another round in the arms race should be unleashed and that space weapons should be developed. They say that this will solve all problems of a defense. The United States will be able to defend itself; the Soviet Union will be able to defend itself; and everything will be okay. They use the term star wars because the film showed good people fighting against an evil empire, so to speak. We will be doing the same thing, that is how their argument runs. But in fact this is an attempt to use any means to steel a lead, to dictate terms once again, to indulge in power politics on the world arena again. They are pretending that star wars will be a war fought in space between two different systems, but this war will be fought on earth. All these star wars and all these systems which they want to deploy in space, thereby forcing us to follow the Americans and launch our own systems into space, will be nothing other than a further stage in the military rivalry. So we say: "Let's put an end to the militarization of space, let's agree on parity. The Soviet Union does not want anything more than parity." Trofimenko goes on to remind watchers of the vast amounts of money being spent on the arms race,

and states the Soviet position: "The Soviet Union sets the following objective; this is what Konstantin Ustinovich Chernenko stated clearly in his replies to foreign correspondents. If we resolve this problem, if we do not begin the militarization of space, it will be possible, first, to greatly reduce offensive weapons and then, to reach real agreement on how to jointly resolve all the problems which really do face mankind, which require a solution, and which cannot be solved without joint effort. This is the problem."

Crosby then talks about the Institute of U.S.-Soviet Relations, which she is connected with, and the bulletin which it publishes. She says the bulletin contains news of positive developments in Soviet-U.S. relations and that she is in Moscow to prepare a telebridge devoted to the 40th anniversary of the victory in World War II: war veterans and participants in the meeting on the Elbe will take part in it. She says nuclear war is the common enemy.

Trofimenko says the principles of cooperation and noninterference which were formulated in the wartime agreements between the allies are still valid and that these principles should be reflected in a code of behavior for the superpowers. Cooperation between states with differing social systems is possible, and not only in wartime, he says.

Crosby says it is difficult for Americans to understand the true meaning of war and pays tribute to the 20 million Soviet citizens who gave their lives during the war. She recalls the successful Soyuz-Apollo flight. Trofimenko finishes by saying that space must be kept peaceful and not turned into a minefield. Video shows a final shot of the earth as seen from space.

CSO: 1807/249

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SOVIET UNION

U.S. STANCE AT UN ON INFORMATION ISSUES ASSAILED

Moscow PRAVDA in Russian 4 Mar 85 p 6

[Article by Yu. Kashlev, doctor of historical sciences: "To Serve Peace and Progress: UN General Assembly Session On the New Information Order"]

[Text] Questions pertaining to international information exchange occupied a prominent place among problems discussed at the latest, 39th session of the UN General Assembly. The very fact that these questions are regularly included on the agenda of an authoritative world forum and are discussed alongside the burning problems of preserving peace bespeaks the growing attention of peoples to what sort of information is disseminated and for what purposes. This concerns all the numerous channels of international communications: radio and television stations, newspapers, magazines and wire services.

Already, in the course of general discussion, delegates from many countries had touched upon this problem in the context of the struggle to strengthen international security and prevent nuclear war. The head of the USSR delegation recalled the standards of relations between nuclear powers, as formulated by K. U. Chernenko. These include renunciation of propaganda for a nuclear war of any type, either global or limited. The acceptance of such an obligation by nuclear powers would serve the cause of making the Declaration Condemning Nuclear War a reality; this was adopted by the previous session of the General Assembly at the initiative of the USSR. Specifically, in this declaration the "dissemination and propagandizing of political and military doctrines and concepts intended to substantiate the 'legitimacy' of a first use of nuclear weapons, as well as the 'permissibility' of unleashing a nuclear war" are condemned.

The task of stopping war propaganda, particularly propaganda for nuclear war, is an exceptionally timely one, if one considers the militaristic racket being stirred up in the USA and several other NATO countries. This is intended to ensure the psychological preparation of the populace for a new war, and provide a propaganda screen for the arms race.

One other area in which the utilization of mass information media for improper purposes is reaching an ever more alarming level was the object of discussions. This in connection with the question raised by the Soviet Union concerning the inadmissibility of a policy of state terrorism and of actions aimed at undermining the sociopolitical system of sovereign states. One of the elements of

such activity is ideological diversions, the "psychological war" of imperialism against socialist as well as many developing countries and attempts to interfere in their internal affairs. This includes interference by means of subversive propaganda. Within the framework of an anticommunist "crusade," subversive radio broadcasting by the USA is being expanded and the implementation of plans for global television expansion are being speeded up. There has even appeared the term "ideological terrorism." Diversionary, propagandistic activity by imperialism is a noticeable factor in the complication of the international situation.

In light of this it is understandable why the overwhelming majority of the UN members (117 countries) voting for the resolution concerning the inadmissibility of state terrorism also supported its articles condemning "any concept, doctrines or ideologies which are intended to justify actions by states aimed at undermining the sociopolitical system of other states."

Many articles of another resolution adopted by the session have a direct bearing on the field of information and propaganda. In this resolution Nazi, fascist and neo-fascist ideology and practice are condemned as incompatible with the goals and principles of the UN Charter. Specifically, in the corresponding resolution it is proposed that member states "take priority measures which would declare any and all dissemination of ideas based upon racial superiority and hatred and war propaganda, including Nazi, fascist and neo-fascist ideologies, to be a criminal offense."

Reports of the growth of militarist and revanchist tendencies in some capitalist countries, new activism by neo-fascist organizations and the continuing practice of racism remind one just how timely these articles are. One should hope that the UN will bring these important decisions to the attention of the broad public, mass information organs and journalists, and will aid in their practical implementation.

The proposed resolution entitled "Information Issues" provoked heated discussions in the UN General Assembly session. It was presented in the name of the "Group of 77." Its basic intent was support for the demands of developing states concerning the decolonization of information and cooperation among countries in Asia, Africa and Latin America in the creation of their own, national systems of mass information, the training of journalist cadres, and the establishment of a new international information order. It is well known that at this time developing countries, in which more than half of the Earth's population lives, have only seven percent of all television stations, one-fourth of all radio stations and approximately 20 percent of total newspaper circulation. However, what is mainly disseminated through these organs is information obtained from Western countries. This information distorts the true picture of international life and politics. The essence of developing states' position lies in putting an end to the practice of "information imperialism"; this is practiced by transnational corporations, wire services and radio and television stations.

It is significant that it was the USA and its closest NATO allies which opposed the very nature of UN informational activity. In the organization's Secretariat there exist subdivisions which handle the printing and dissemination of magazines and brochures, press releases, movies and radio and television programs.

UN information centers operate in 67 countries. In a special General Assembly resolution a list of priority topics was established, to which topics the Secretariat's information subdivisions should devote themselves. These include questions concerning the UN struggle for peace, disarmament, decolonization, human rights, economic and social development and for a new international economic and information order. The UN Secretariat is conducting a considerable amount of work toward carrying out this resolution. However, this displeases the USA and its allies. For they are in an objectively unseemly position when the UN votes on questions of peace and disarmament. It is a fact that in the latest UN General Assembly session alone the USA voted 26 times (including 10 times as practically the only dissenting vote) against resolutions pertaining to various aspects of strengthening international security; these were accepted by the overwhelming majority of states.

Obviously, it is for this reason that representatives of the USA, England, the FRG and a number of other Western countries have attempted to accuse UN information services of conducting "anti-Western propaganda," calling established priorities into question and emphasizing minor problems.

Things reached the point where a "study" by the Heritage Foundation, one of the most reactionary organizations in the USA, was distributed at the UN. This "study" was filled with slander and threats against the UN and its information services. However, the overwhelming majority of the delegations did not submit to pressure and spoke in favor of broadening the organization's informational activity in the spirit of the preservation of peace and the strengthening of mutual understanding among states.

The discussion concerning the UN's relationship to UNESCO acquired fundamental significance in the General Assembly. As is well known, the campaign of persecution begun by Washington against this authoritative organization continued throughout all of 1984. This campaign was launched under the pretense that UNESCO, in attempting to achieve a new information order, was allegedly undermining the principle of "freedom of information." Washington attempted to intimidate developing countries and force them to withdraw their anti-imperialist demands pertaining to information issues. As is well known, the USA withdrew from UNESCO, but achieved nothing else. In a resolution adopted by 122 votes the UN General Assembly expressed its complete support for UNESCO activities and noted its "central role" in the field of international information.

Important tasks face mass information organs in connection with the upcoming celebration of the 40th anniversary of the Victory over German fascism and Japanese militarism in World War II and the 40th anniversary of the founding of the UN. One of the resolutions adopted by the session affirms the significance of "the important contribution which mass information media around the world can make to the strengthening and consolidation of peace, the deepening of international mutual understanding and cooperation toward justice, equality and national independence." It also contains a call to increase activity in the struggle for these noble goals.

On the whole one can affirm that the documents on information issues which were adopted at the last UN General Assembly session expressed the spirit of the UN's main decisions on matters of preserving peace, preventing the threat of war and deepening cooperation and mutual understanding among peoples. It is the duty of all information organs and journalists to heed the voice of this most representative of all international organizations.

SOVIET UNION

COMMUNICATIONS DEVELOPMENT PROGRAM BACKED AT UNESCO MEETING

LD121415 Moscow TASS in English 1336 GMT 12 Mar 85

[Text] Paris March 12 TASS -- TASS Correspondent Nikita Vermakov reports:

The 6th session of the Intergovernmental Council of the International Programme for the Development of Communications (IPDC) ended at the UNESCO headquarters. It was attended by delegations from the 34 member-countries of the council, by observers from 47 countries, and by representatives of international organisations.

The session discussed aid to the developing countries in the establishment and expansion of regional and national systems of information and communication. Activities under the IPDC are based on the provisions of the UNESCO declaration which formulated the principles of work for the mass media, which should be aimed at promoting peace and mutual understanding among nations, at protecting human rights and at struggle against racism and apartheid. The implementation of the programme is contributing to the establishment of a new, fairer and more effective international information order.

The session showed that the IPDC had become one of the most successful UNESCO ventures. Decision was taken to give developing countries assistance on more than 50 projects, among them the development of regional news systems in Africa (PANA), Asia (OANA), the Arab world (FANA), and Latin America (ALASEI), the development of mass communications in the People's Democratic Republic of Yemen, the improvement of the Angolan National News Agency (ANGOP), the establishment of a press centre in Vietnam, and the training of women for jobs in the press, radio and television.

The USSR is actively participating in the programme. At the current session it contributed to the programme 1.1 million rubles and made available 50 scholarships a year for training specialists in mass communications and 30 scholarships for advanced training for specialists with higher education.

CSO: 1812/179

SOVIET UNION

COMMENTARIES ASSAILING VOA, RL/RFE ACTIVITIES

U.S. 'Information Imperialism'

LD281853 Moscow Domestic Service in Russian 1245 GMT 28 Feb 85

["Topical Problems of International Life," presented by foreign affairs political commentator for All-Union Radio, Pavel Kasparov]

[Excerpts] Good day esteemed comrades. Our broadcast today is devoted to information imperialism: What is this phenomenon and whom or what does it serve? These questions, which frequently crop up in your letters, will be answered by TASS observer Oleg Alekseyevich Shirokov.

[Shirokov] The invention and constant artificial exaggeration of the myth of the Soviet military threat by imperialist propaganda is a precise specific example of what is called information imperialism.

[Kasparov] Oleg Alekseyevich, I think this is the time to dwell in detail on the anti-Soviet aspect of information imperialism. It is a well known fact, in particular, that a leading role in spreading anti-Soviet and antisocialist propaganda is unquestionably played by the U.S. information agency--USIA--which carries out subversive activity on a global scale. The present Washington administration intends, moreover, to activate this work. The draft budget for the coming financial year plans to raise allocations to USIA operations to a record level amounting to almost \$1 billion, that is 22 percent more than in the current financial year. USIA Director Charles Wick said recently in the U.S. Congress that these enormous funds would go toward intensifying the ideological war against the Soviet Union and other countries in the socialist community. It became clear from his statements that Washington's active pursuit of subversive psychological warfare aims to impose upon other peoples the American way of life and values as the only possible and necessary ones.

It should be said that the U.S. administration is placing most emphasis in achieving its goals on extending the war in the air being waged by Washington's official mouthpiece--Voice of America. Already, according to the same Charles Wick, this radio center has increased the volume of its weekly broadcasting by 224 hours compared with 1967, broadcasting programs in 42 languages. But this does not seem sufficient for the White House. Almost half the new funds en-

visaged by the budget--\$82 million--will go toward modernizing transmitters and constructing new radio stations for Voice of America. The administration is also striving for a considerable extension in the 1986 fiscal year of allocations for a considerable extension in the 1986 fiscal year of allocations to the operation of a global television network--Worldnet. The network is used by Washington to impose its foreign policy line upon other countries. As Wick said, ever since this network was introduced in autumn 1983, the volume of its regular weekly output has exceeded 80 hours. Programs prepared by USIA are beamed via Worldnet to more than 50 states of Europe, Asia, Latin America, and Africa.

[Shirokov] As we can see in practice, the U.S. administration does not spoil its public with variety in the stereotypes of its behavior on the political arena. It is a well established fact, for example, that every time the U.S. Congress discusses allocations for the Pentagon, yet another unbridled campaign about the Soviet military threat, the growth of the USSR's military might, and so on, is unleashed. This time too, the White House used the same hackneyed tactic.

Literally on the eve of the start of voting on the draft budget in Congress, the system of information imperialism was injected with the report by U.S. President Reagan to Congress about the Soviet Union's imaginary violations of its obligations in the sphere of arms control. The American press did not even bother to conceal this time the fact that publication of yet another anti-Soviet lie was essential to strengthen the massive campaign to influence public opinion and above all the legislators on Capitol Hill, to ensure that programs for building up the U.S. weapons arsenal are approved, while creating an atmosphere of distrust toward the policies of the USSR.

Or another example: For over a year now, the U.S. mass media have been conducting an unbridled campaign of lies and slander against UNESCO. Joining this campaign, which is aimed at destabilizing the authority of the international organization, are certain press organs from other Western countries, taking their lead from Washington. The struggle against information imperialism is becoming ever broader, but it does not promise to be an easy one. The monopolies and those who serve them have enormous material resources and a wealth of experience. Out of the \$5 billion which the United States allocates every year to propaganda abroad, a considerable proportion goes toward influencing public opinion in developing countries, toward preserving the West's monopoly on the word there. Informaiton imperialism is far from defeated, but it is no longer omnipotent.

Increased USIA Budget

ID220044 Moscow TASS in English 2055 GMT 21 Feb 85

[Text] Moscow, 21 February, TASS--TASS commentator Vasiliy Kharkov writes: The White House in its federal budget estimates for fiscal 1986 has requested a record \$973.6 million in appropriations to the main propaganda department of the United States--the U.S. Information Agency (USIA). This is 22 percent more than the outlay set aside for the [words indistinct] this fiscal year.

USIA Director Charles Wick does not conceal that the huge amount of money will be used to giving added scope to the "war of ideas," as the USIA's operations against the forces of peace and progress are called in Washington.

The USIA, which has branches in 125 countries, is the main mouthpiece of official American propaganda. It is in charge of the information departments at the U.S. embassies abroad and also has under it the radio service Voice of America, which broadcasts nearly [word indistinct] hours a week in 42 languages. The USIA staff exceeds 8,000 people.

Under the present Washington administration the USIA's activities, the NEW YORK TIMES pointed out, had acquired an unprecedented scope. Washington has made "psychological warfare" a matter of state policy. U.S. President Reagan himself said, when speaking about the USIA's work, that the agency was called upon deftly to sell American principles abroad. Fulfilling the presidential instruction, the USIA seeks to force the American "way of life" on other countries and rudely meddles in their internal affairs.

The Washington leadership has stressed on more than one occasion that the USIA is an important partner of the administration in carrying out American foreign policy.

The USIA's mission is to furnish a propaganda cover for Washington's hegemonistic ambitions and strategic military doctrines.

No matter what aspect of the USIA's (activity) [words indistinct] to look at, be it its numerous publications, libraries, programs for "training foreign guests" or the dispatch of numerous missions, they all are subordinated to one and the same objective, that of hampering the peoples' struggle for freedom, peace and progress, making it easier for transnational monopolies to penetrate into the economies of developing countries, and creating the "fifth column" there. The methods used by the USIA in pursuing such activities have more than once triggered off resounding scandals. But efforts have been made each time to hush them up: the U.S. Administration, as President Reagan said, is proud of what the USIA is doing.

In this time as a senator, Robert Kennedy said that good propaganda could not be made out of bad policy. This indeed cannot be made no matter how much they spend in Washington for these purposes and no matter what refined trickery the USIA uses to this end..

Increased Funds For 'Radio Aggression'

LD090957 Moscow TASS in English 0656 GMT 9 Mar 85

["Bridgeheads for Aggression on Radio Waves"--TASS headline]

[Text] Moscow, 9 March, TASS--"Current budgetary hearings in U.S. Congress have coincided in time with a dramatic activation of the staffs for psychological war, first of all the propaganda apparatus of Washington," PRAVDA said today. "Bending over backwards to show their outfits to be 'indispensable' to

ensuring 'national security', chiefs of the U.S. Information Agency (USIA), which operates the radio service Voice of America, and the board for International Broadcasting, which formally supervises what are in fact the CIA-run radio stations Liberty and Free Europe, demanded extra funds for the subversive activities they pursue. Their appetites are voracious. They want appropriations to the USIA to grow by 22 percent in fiscal 1986 to reach a record \$973.6 million for the Liberty/Free Europe service. The 'unofficial' funding through CIA channels, naturally enough, is not publicized."

The high stake on exporting counterrevolution via the radio waves is even more conspicuous in the Liberty/Free Europe service's long-term program of work.

USIA Chief Charles Wick recently visited Sri Lanka and Morocco where he attended ceremonies at which ground was broken to build new VOA radio transmitters to beam broadcasts to the Soviet Union, south and south-west Asian countries, notably India and Afghanistan, and socialist-oriented African states. But the main purpose of his visits, the paper said, was to coordinate the U.S. propaganda campaign in Europe with the USIA's activities in Asia and Africa.

The Liberty/Free Europe facilities are being modernized as well: New and powerful transmitters are to be mounted in Spain and Portugal, more power is being built into the operational transmitters which are based in West Germany and broadcast to the European part of the Soviet Union, and repeater stations are being set up in a number of Middle East and Asian countries. This subversive radio service of the CIA has also opened branches in Pakistan and Hong Kong.

So, PRAVDA concluded, Washington is preparing another large-scale ideological aggression against socialist and developing countries. These plans are dangerous. They are inseparable from the U.S. imperialists' general policy of undermining international trust and preparing for a nuclear war.

Radio Liberty Director Resigns

LD040002 Moscow TASS International Service in Russian 1244 GMT 3 Mar 85

[Text] Washington, 3 Mar (TASS)--TASS correspondent A. Lyutyy reports:

By increasing the scale of the psychological warfare against the USSR and other socialist countries, the United States is trying to give its slanderous propagandistic fabrications a more veiled form. The new reshuffles in the management of the subversive "Liberty" radio station, (RL), in particular, are also aimed at this. As has been announced here, RL Director G. Bailey will leave his post 1 April. According to a representative of the radio station which is carrying out hostile broadcasting to the USSR, Bailey's departure is "voluntary."

The U.S. press, which for a long time now has been writing about the squabbles within "Liberty" about the "quality" of its programs, is of another opinion. The fact of the matter is that the radio station, which formally comes under the U.S. Board for International Broadcasting, is closely tied to the CIA, and

its programs are of such an openly mendacious nature that official figures in Washington have been worrying about its "reputation" for a long time now. As THE WASHINGTON POST testifies, a loud scandal has recently broken out over one of the programs which not only had an anti-Soviet, but also a clearly stated anti-Semitic trend.

Political observers believe that the departure of Bailey, who in his time was employed as a CIA cadre, is connected with the espionage-sabotage department's wish to put at the head of RL a "more flexible" figure, who could avoid scandals around the most flagrant samples of the "creativity" of the former Nazi minions and other riff-raff who have settled in at the radio station. However, the essence and the trend of the work of this Washington mouthpiece of disinformation will not change one bit. Moreover, a draft federal budget for the 1986 fiscal year plans to increase resources for the technical modernization of the radio station and replenishing its staff with new cadres selected by the CIA from the numbers of the anticommunist rabble.

Stepped-up VOA Broadcasts

LD220617 Moscow Domestic Service in Russian 1745 GMT 21 Feb 85

[Text] We have already told you, comrades, about the U.S. draft budget for fiscal year 1986 which the White House submitted. Among its provisions is a sharp increase in allocations for the work of the U.S. Information Agency--USIA for short. These allocations will be increased to a record level of more than \$973 million, which is 22 percent more than in the current fiscal year. I ask my colleague, Vladimir Beloshapko, to comment on these figures:

First a brief word about what this leading U.S. propaganda department is. USIA was set up in 1953. It now has 210 missions in 127 countries. USIA produces magazines in many of the world's languages, and runs the Voice of America [VOA] radio station. It operates the television network Worldnet, which puts out special programs for more than 50 of the states of the world. In short, it is a powerful, technically well-equipped propaganda machine. Its officially-proclaimed object is to provide information about the domestic and foreign policy of the United States. That might seem to be something quite natural and not particularly objectionable. Why, then, is USIA strongly criticized in a number of countries? Why is alarm expressed about its activities? Because, in fact, its responsibilities are confined to ideological sabotage against the socialist community and against peace in the developing countries. It is through USIA that a psychological war is waged, day by day, against the Soviet Union, Poland, Cuba, Vietnam and the other socialist countries, together with unceasing attempts to defame the young national states. At the beginning of this month, for instance, a new VOA transmitter specially aimed at listeners in Nicaragua began operating from Costa Rica. It broadcasts 9 hours a day. How are they filled? With calls for a settlement of the situation in Central America? Expression of Washington's willingness to build its relations with Nicaragua on the principles of mutual respect and non-interference? Nothing of the sort! The very first broadcast contained malicious anti-Nicaraguan outbursts and attempts to slander the Nicaraguan people's revolution. Their purpose is obvious: To hinder the normalization of the situation in the region, discredit Nicaragua's policy, and, ultimately, to prepare public opinion for armed U.S. intervention in that country.

VOA operates in exactly the same way against Afghanistan. The television network Worldnet broadcast in February a provocative program on the situation there. U.S. Assistant Secretary of State Rattle, who participated in it, declared, without beating about the bush, that the administration intends to increase considerably its aid to the counterrevolutionaries. And such examples are numerous. It's significant, too, that VOA, and USIA in general, display particular zeal in regions where Washington intends to whip up the atmosphere, and where sovereign states refuse to act according to cues from the other side of the ocean. And is it not indicative in this connection that the new USIA dollars will go, among other things, toward building a VOA branch in Israel? It will wage war on the air mainly against our country. A site is already earmarked for a similar station in Sri Lanka--presumably to intensify the anti-Indian and anti-Afghan propaganda, and prevent the countries of south and southwest Asia from sitting down at the conference table and settling their own affairs.

Those are all single episodes; in general terms, the tasks of USIA were recently described as clearly as could be, in the Congress, by its director, Charles Wick. He said the money would be spent to stop the spread of communist influence and offer American ways and values to other peoples as the only possibility. However, it's a hopeless undertaking. The attraction of the ideals of communism, the desire of the peoples to control their own destiny, are objective and historically irreversible phenomena and processes. Their course does not depend on USIA and its masters, nor on injections of dollars.

Costa Rica Station, Radio Marti

Moscow SEL'SKYA ZHIZN' in Russian 2 Feb 85 p 3

[Article by political observer Yuriy Romantsov under the rubric "Looking at Events": "The Lie Industry at Flood Stage"]

[Excerpt] A new radio station has started transmitting from the Costa Rican settlement of San Carlos, near the Nicaraguan border. The management of the Costa Rican Information and Culture Association, a private organization, is formally listed as the owner (formally, inasmuch as the financing and equipment are supplied by the U.S. Government) and pretentiously calls it the "Voice of Costa Rica." However, in fact the station turns out to be none other than a retransmitter for the Voice of America.

This one fact, all by itself, explains why it was necessary to set up this mouthpiece, not in the capital of Costa Rica, but 180 kilometers to the north, as close as possible to the border of the neighboring country. Further "explanations," which subsequently came from San Jose as well as from Washington, finally confirm that we are dealing with a weapon of ideological sabotage against Nicaragua, of radio war intended to weaken the people's power in that country and to discredit its socio-economic successes, and intended for propaganda support of the counterrevolutionary formations that have been hurled onto its territory. As for Costa Rica, the San Jose weekly UNIVERSIDAD rightly points out that, by allowing the rebroadcast of foreign broadcasts from its territory, it is thereby violating its policy of neutrality and being drawn into the ideological war which the United States is carrying on.

The new subversive radio station, to begin with, broadcasts 10 hours a day, deafening its listeners with statements about "Western values." Besides this, several daily programs, it has already been officially announced that several daily programs are being broadcast especially for Nicaragua. Their content is well known. It is formulated in accordance with directives which issue, either secretly or publicly, from the lips of highly-placed representatives of the American administration, including President Reagan. According to these directives the bandits, who are spreading death and destruction in Nicaragua, appear in the guise of "freedom fighters," worthy of worldwide help and support, while the Nicaraguan Government appears as a "totalitarian regime, exporting subversion." That is the cynical "logic," based on crudely distorting the facts, on which the Washington propagandists' apparatus is based. And no other logic would suit it better, since, as THE WASHINGTON POST wrote in describing the new radio station, we are dealing with "a part of the general U.S. CIA plan for destabilizing the Sandinista government."

And so, on the one hand, we are faced with an important element of Washington's large-scale anti-Nicaraguan campaign. On the other hand, we are faced with an example of putting into practice the White House's grandiose dreams of further building up the United States' entire gigantic propaganda machine. In accordance with these dreams, in addition to the Voice of America rebroadcast station set up in Costa Rica, it is planned to build eight more similar radio stations in Central America and the Caribbean basin alone. Besides this, a radio station, blasphemously named "Radio Marti" for the Cuban people's national hero, has been created in Marathon, Florida to make hostile broadcasts especially to Cuba. In all, a "technical modernization," which was decided on by the U.S. National Security Council, will be carried out on 19 Voice of America studios at home and abroad. New rebroadcast and broadcasting stations will built in the Persian Gulf region and in the Near and Far East. This will cost American taxpayers a billion dollars.

The slanderers are also gazing into space. According to a report in the American journal SATELLITE WEEK, the American Government is considering the possibility of building a gigantic nuclear-powered satellite "to serve the needs of Voice of America."

VOA Transmitter in Costa Rica

LD120008 Moscow TASS in English 0922 GMT 12 Feb 85

[Text] Managua 12 February TASS, TASS correspondent Aleksandr Trushin reports:

This project is forfeited better than Nazi concentration camps were: a wide stretch of no-man's-land bordered by a three-metre high barbed wire fence with electric current running through it surrounds the projects on the perimeter. Laser devices have been installed within that corridor instantaneously to detect any object getting into the prohibited zone.

Glancing at a photograph of that project carried by the newspaper NUEVO DIARIO, one may draw the conclusion that it is an especially sensitive military installation. But the caption explains that it is a new transmitter of the Voice

of America radio station which recently began broadcasting from Costa Rican territory.

The Voice of America bosses bought a 100-hectare plot in Altamirana de Aguas Arcas near the Nicaraguan border and did not waste time in putting up another U.S. centre of ideological subversion there. Transmitters and 70-metre-high aeriels were installed. Announcers, technicians and police have been hired from among the Costa Ricans but all the posts of responsibility at the radio station are filled by Americans and special passes for visits to it are only issued by the U.S. Embassy in San Jose. Ideological subversives do not like others watching them at work.

Washington, NUEVO DIARIO points out, tries to convince the population of Costa Rica and other Central American countries that the new radio station is "innocuous." However, the VOA transmitters took little time to poison the air with malicious anti-Nicaraguan attacks. The radio station resorts to ideological subversion and psychological warfare in a bid to aggravate confrontation between Central American states, to isolate Nicaragua and to subvert the prestige of the Sandinista people's revolution.

The Nicaraguan public calls upon the peoples of Central America to display vigilance in the face of the danger posed by the new U.S. propaganda centre.

'Psychological War' on India

BK180819 Moscow in Hindi to India 1400 GMT 14 Feb 85

[Yevgeniy Nikolayev commentary]

[Text] Lately, there has been an immense increase in the extent of the U.S. psychological war against India. The ongoing investigations into the case of Chellaney--an American ASSOCIATED PRESS correspondent--in the Amritsar City court stands as an example to this fact. Chellaney was propagating false reports about the situation in Punjab state. Meanwhile, the Delhi office of the American NEW SOLIDARITY INTERNATIONAL PRESS SERVICE was ordered closed early this year, as this office was set up by the American CIA with the aim of installing its agents in the Indian information media. The surfacing of details about the publication of a magazine (?CHOSEN) INDIA by the American intelligence agencies also proves the growing ideological expansionism of the United States. The magazine had been striking at the Indian foreign policies.

The United States desires to increase the volume of its anti-India propaganda on radio. For this purpose, it has installed a VOA relay center in Sri Lanka and modernized the American radio transmitter center at the Saraburi town of Thailand. These radio centers will receive American radio programs via satellites and relay them for India and other Asian nations. There are also reports about the plan for the construction of a VOA relay center on the Pakistani soil. It is well known that the U.S. psychological war against India is coordinated by the American news agency USIA and the CIA which cooperate closely with each other. The former chief of the American news agency in Delhi, (Timberleg), was an official of the CIA. He tried to use this news agency for

ideological sabotage and espionage. It may be recalled that a prominent American espionage expert, George Allen, had been one of the U.S. ambassadors to India. The formation of a ring of American spies was completed during the very term of offices of (Timberleg) and Allen in India. According to Indian press reports, most of the employees of the American news agency in India at this time are agents of the CIA. They are engaged in the efforts to subvert the domestic and foreign policies of the Indian Government. Some time ago, the American news agency sent a book and a letter separately to prominent Indian parliamentarians appealing for division of India into various independent states. The book named "The Future of Indian Nation" appealed for an open struggle against all democratic forces in India. It also propagated separatist slogans. This happened some time before the secessionists' movement was intensified in Punjab. The developments in Punjab, therefore, could not remain unaffected by the propagandistic activities of the American news agency.

At the beginning of this year, the New York television telecast a program produced by an American religious organization, "[words indistinct] International." Its producers disrespected the national and religious feelings of the Indian people through the conspirational presentation of a distorted overview of the Indian Government's policies. They opined that India should also adopt the American way of life. The Indian press described it as a gross interference in the internal affairs of the Indian Republic.

The efforts of the American propagandists to impair India's relations with neighboring countries are causing great concern among the Indian people. In its programs broadcast for Pakistan, the Voice of America refers to India's [words indistinct], its aggressive attitude, and its preparation for a bombing raid on Pakistani nuclear installations. It must be noted that such anti-India campaigns assume greater proportions, particularly at the time of supply of American arms to Pakistan. Now an effort is being made to justify the acquisition of arms by the Pakistani military regime and its military preparations along borders with India. Attacks on India are also intensified at a time when Indian diplomats are making particular (?efforts) to normalize India's relations with Pakistan. It must be noted that the state of India-Pakistan relations has always had deep impact on the political situation in South Asia and its adjoining areas. The establishment of mutual trust and good neighborly relations between the two biggest states of the Indian subcontinent will eliminate tension in this region. But the Washington leadership, which desires to turn Pakistan into its base, does not like to see it happen.

For this very purpose, the United States is also sowing seeds of discord in the relations between India and Bangladesh. The Indian people still remember those VOA programs which carried propaganda for a hardliner organization, World Hindu Council, to carry out affrontive activities against Bangladesh. In BLITZ magazine wrote that it was due to the effects of the VOA's provocative programs that the members of that organization indulged in activities against the Bangladesh High Commission in Delhi. Some time ago, an American senator, Pressler, visited Bangladesh. He cautioned Bangladesh and its neighbors against the threat posed by the Indian hegemonism. He said India should remember that smaller countries of this region too have their friends. Such statements should be taken not only as an unfriendly act but also as a real threat against India.

VOA Transmitters in Israel

TAL31425 Moscow Radio Peace and Progress in Hebrew 1730 GMT 12 Feb 85

[Unattributed commentary]

[Text] Senior U.S. officials are expressing satisfaction over the Israeli Government's agreement to station Voice of America [VOA] transmitters in Israel. This is natural, since this is additional proof of the readiness of ruling Israeli circles to serve the interests of strategic allies in every sphere. This time the U.S. objective is to establish its subversive propaganda transmitters nearer to the borders of the Soviet Union and other socialist countries.

Many in Israel seem to view the stationing of these transmitters as a trivial matter. A transmitter is, after all, neither a military base nor a launching site for a nuclear missile. This is not the case though. The agreement of any country to the stationing of foreign transmitters on its soil, aimed at another country, is a far-reaching and politically significant move. As for those who plan and carry out the psychological warfare against socialism, the Israeli Government's agreement to the stationing of the transmitters also means its agreement with the content of the subversive broadcasts. The reference is to subversive broadcasts, hostile to the USSR and other socialist countries. We are very familiar with the contents of VOA broadcasts in the languages spoken by the Soviet people and people in other socialist countries.

Formally, the VOA is subordinate to the United States Information Service, but its executive is made up entirely of CIA employees who are experts in hostile propaganda. Distortion of facts, publicizing unbalanced reports, even an intentional misleading of the audience--these are the main methods used by VOA to besmirch the name of the Soviet regime and our people's way of life. The underlying element in the broadcasts is a provocative lampoon. These broadcasts are disseminated in order to fan wild anti-Soviet incitement.

This is also known in Israeli, and it is no accident that many Knesset members expressed reservations about the government's decision, while emphasizing that this decision will eliminate the possibility of improved relations with the Soviet Union and other socialist countries. This will happen because Israel is becoming one of the chief partners in the cold war against the USSR. Therefore, the Soviet public cannot ignore this decision. It views it as a hostile act against the Soviet people. At the same time, those who emphasize that turning Israel into a U.S. spearhead for conducting the psychological warfare against the socialist countries is not compatible with the interests of the Israeli people either are right: Israel's dependence on the basic guidelines of the U.S. foreign policy has deepened.

Washington has concluded that the Israeli Government is prepared to serve U.S. interests in every sense of the word, that Israel, as the saying goes, is in Uncle Sam's pocket. At this is so, it is then absolutely unnecessary to take into consideration Israeli interests on sensitive international issues.

The question arising here is: Why did the government not find it appropriate to consider the view of the real patriotic circles among the Israeli public, circles that care for the operation and strategic national interests? The reason is that the Peres-Shamir government simply believes that any U.S. demand should be met without hesitation in order to continue to receive U.S. aid. Being upright is nice, Communications Minister Amnon Rubinstein said in this context, but Israel can afford it only when it is economically independent. Here is the rub: the policy of aggression and expansionism by the Israeli Government led to the deterioration of the national economy, and the lifeline is seen by the ruling circles as lying with U.S. aid. In return, they are prepared to serve Washington with everything, whatever the negative results.

CSO: 1807/250

ITALY

BRIEFS

ESA CONTRACT--Selenia Elsag (of the IRI-STET group; part of the Selenia-Elsag grouping) has received a contract for a total of 221.5 billion lire from the ESA (European Space Agency) for designing and constructing a telecommunications system for the European satellite Olympus I, of the L-Sat Class (Large Satellite). Selenia Spazio, which expects to invoice 110 billion lire in 1984, is 60 percent controlled by Selenia; 25 percent by Aeritalia; and 15 percent by ITALTEL. [Text] [Milan INFORMATICA 70 in Italian Jul-Aug 84 p 64] 9772

ITALCOM IN ETHIOPIA--ITALCOM, a joint company composed of ITALTEL (IRI-STET Group), GTE, and TELETTRA will provide Ethiopia with transmissions systems having a total value of over 13 billion lire. The material includes, among other things, radio relay systems and rural telephone networks, technical assistance and the development and training of local personnel. The material will be financed by the Italian Foreign Ministry's Department for Cooperation and Development. (ITALCOM press communique 7 Feb 85) [Text] [Milan NOTIZIE ITALTEL in Italian 8 Feb 85 p 1] 9772

CNTE, PACIFIC TELESIS ACCORD--The National Telephone Company of Spain (CNTE) has signed a framework agreement in the telecommunications and data processing sector with the United States Pacific Telesis (one of the seven regional companies derived from the AT&T divestiture). The two companies plan for joint development in the optical fibers sector, in cellular technology and in integrated systems for voice and data transmission. The products are reportedly to be marketed mainly in Latin America and in Asia. [Text] [Milan NOTIZIE ITALTEL in Italian 8 Feb 85 p 5] 9772

STS IN QATAR, SOMALIA--In the next few weeks, the STS [expansion unknown] division of Selenia Spazio is preparing to finalize two contracts for the production of ground stations for telecommunications via satellite. The first, with a value of 8 to 9 billion lire, will be concluded with Qatar, while the second, valued at more than 4 billion lire is with Somalia. Both contracts provide for the construction of a telecommunications ground station in the two countries by means of the future satellite ARABSAT, belonging to the Arab League. [Text] [Rome POSTE E TELECOMUNICAZIONI in Italian May 84 p 70] 9772

ITALTEL IN ZIMBABWE--ITALTEL will provide radio relay systems and digital transmission apparatuses for the telecommunications network in Zimbabwe (formerly Rhodesia) in Southern Africa. These systems, designed and manufactured in Italy, have a value of 8.5 billion lire and are today among

the most advanced systems available on the market today. They will connect Harare, the capital, with the principal places of the country. Deliveries will begin in 1985 and will be guaranteed by the European Investment Bank and with loans from the Italian Ministry of Foreign Affairs. These orders will strengthen the presence of ITALTEL in Southern Africa: in Mozambique ITALTEL, along with GTE and TELETTRA (the companies that form ITALCOM), and will provide digital central telephone exchanges to renew and strengthen the telecommunications system in an area that is larger than Italy. The materials delivered have a value of more than 85 billion lire. [Text] [Rome POSTE E TELECOMUNICAZIONI in Italian May 84 p 70] 9772

ITALTEL IN GUATEMALA--ITALTEL will contribute to the completion of the new digital electronic communications network of Guatemala, both in the principal cities and in the rural areas: the turnkey project and delivery have a value of 50 billion lire. In collaboration with GTE and TELETTRA, there will be provided digital electronic systems for approximately 40,000 equivalent lines, cable and optical fiber transmission systems, urban networks, and energy systems. Specifically, the material provided will include the second generation Proteo, UT 10/3, which is the basis for the public electronic exchange of the Italian national system. It is the first time ITALTEL will design, furnish, and put into operation a complete digital telecommunications network in Latin America, where the company's presence already is strengthened by the export of transmission systems to Argentina, Brazil, Colombia, Uruguay, and Venezuela. The financing is in part guaranteed by the participation of the Foreign Ministry's Department of Development Cooperation. [Text] [Rome POSTE E TELECOMUNICAZIONI in Italian May 84 p 70] 9772

CSO: 5500/2608

SWEDEN

EUROPEAN BUSINESS SATELLITE COMPANY REVEALS DEVELOPMENT PLAN

Stockholm DAGENS NYHETER in Swedish 6 Mar 85 p 10

[Article by Kerstin Kall]

[Text] While Nordic politicians squabble about Tele-X and Beijerinvest is backing out of Luxembourg's Coronet satellite, Sweden's EBS (European Business Satellite Corporation) is gradually implementing its plans for a European business communications satellite.

The Swedish Space Agency last month approved the firm's application for a license, and the matter is now before the Ministry of Industry.

A detailed license application was submitted last week to the Department of Trade and Industry in London, and an application will also be submitted to Norway's telecommunications administration within the next few days.

Leif Lundquist of the EBS says: "Satellites are certainly interesting. But what is really interesting are the tremendous business opportunities opened up by access to communication channels."

Standing behind the EBS and the plans for the business satellite are Skandia Investment, the Chest and Writing Desk Corporation, the physicians' and dentists' Practitioner Service, and the computer consulting firm, ENATOR. Each has invested 25 percent in a venture capital company called Management Venture Capital, which in turn owns 95.2 percent of the European Business Satellite Corporation.

The remaining 4.8 percent is owned by Leif Lundquist, whose past experience includes stints with the world's largest research and development firm--AT&T's Bell Laboratories in the United States, with about 20,000 employees--and the European Space Agency in Holland.

The EBS itself will not launch any satellites. If and when the licenses are granted and companies have bought or leased channels on the two planned satellites, the EBS will order the satellites and ask NASA or France's Arianespace to position them in space.

It is possible that the EBS will not even need to order its own satellites, because there is already a market in used ones.

"Well, used and used again," says Leif Lundquist. "In any case, they have already been launched. If we can lease or buy one, that will shorten the timetable considerably."

The EBS expects marketing of the project to take 1 year after the licenses are issued.

Lundquist says: "Companies have a feeling that they can benefit from the channels, but they don't know exactly how. We hope to be able to show them."

Using satellites, companies can lease or buy internal digital networks linking subsidiaries in different countries. Today it is as good as possible to set up separate networks for such multinational firms as Shell, Philips, and Unilever.

Conferences

Satellites also permit person-to-person video conferences as well as one-way video, which has already become very popular in the United States. Instead of having the managing director travel around to 10 subsidiaries, tens of thousands of employees can be assembled in auditoriums to receive the same information at the same time from the firm's top man. In-company training is also possible in the same way.

Leif Lundquist believes that distribution from data bases can be effected much more cheaply via satellite, an example being news dispatches from the UPI, Dow Jones, and Reuter, which are now sent to tens of thousands of subscribers via local lines and modems.

He says that with the costs expected by the EBS, remote printing of newspapers will be profitable with as few as 20,000 subscribers.

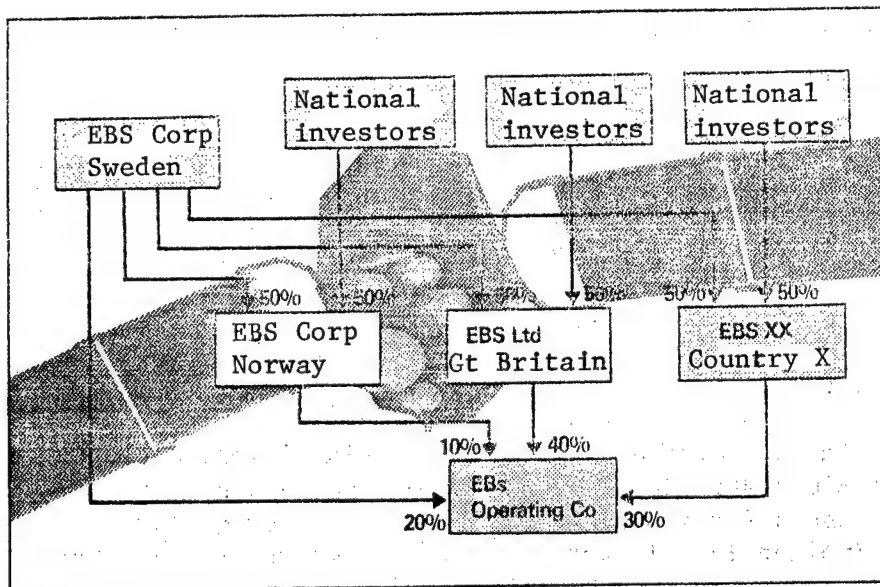
Postal Service

Another area is "postal service," a telecommunications courier service that is faster than facsimile equipment at transmitting some of the 500 million A4-size pages sent through the mails in Europe every year.

The EBS is aiming at all of Europe after its startup in Sweden, Norway, and Great Britain, and that is one reason why it cannot lease space on Tele-X, for example. Another reason is that the EBS wants cheaper transmission, with only 20 or 30 watts of power per channel instead of the 100 or 200 watts for which Tele-X is being designed.

The Coronet satellite in Luxembourg has been surrounded by clashes between European and American wishes, with Beijerinvest caught in the middle. In addition, the Coronet is intended primarily for TV broadcasts, while the EBS wants to concern itself chiefly with business communications.

EBS Structure



Sweden's European Business Satellite Corporation (EBS) plans to hold a 50-percent interest in EBS corporations in various countries, while national investors will hold the other 50 percent.

The project will not be cheap. The EBS calculates that two satellites will cost a total of \$277 million over a 15-year period. (Conversion into kronor is rather meaningless in view of today's galloping dollar rate.) Capital stock of \$55 million, spread among all future owners, is needed.

But the EBS also expects to make money. It estimates that the return on invested capital will average 30 percent annually.

11798

CSO: 5500/2610

SWEDEN

TELECOMMUNICATIONS HITS ERICSSON FOR DELAYS, POOR QUALITY

Stockholm SVENSKA DAGBLADET in Swedish 2 Mar 85 p 31

[Article by Lennart Moberg]

[Text] The director general of the National Telecommunications Administration, Tony Hagstrom, has sharply attacked L.M. Ericsson for its slow deliveries and poor quality. He has implied in a letter that in the future, the National Telecommunications Administration may turn to other suppliers if there is no change in the situation.

In mid-February, Tony Hagstrom wrote a letter to Bjorn Svedberg, managing director of L.M. Ericsson, in which he expressed in very strong terms the National Telecommunications Administration's dissatisfaction with L.M. Ericsson.

The National Telecommunications Administration purchased 1.5 billion kronor worth of products from L.M. Ericsson last year. Tony Hagstrom describes how those deliveries were handled:

"Unfortunately, I must call attention to the fact that Ericsson, which is one of our chief suppliers, is not one of our better suppliers when it comes to delivering the proper product or equipment on time and with the proper quality."

Hagstrom also writes: "Great importance will be attached to the delivery capability of potential suppliers in our future purchases. We are definitely dissatisfied with the delivery capability shown by L.M. Ericsson."

The National Telecommunications Administration's deputy director general, Torsten Larsson, does not want to go so far as to say that the telecommunications administration will stop doing business with L.M. Ericsson.

"There have been poor deliveries from Ericsson recently. That is what Tony Hagstrom wanted to point out in strong terms. But the possibility that we will stop doing business with Ericsson is not under consideration."

L.M. Ericsson understands Tony Hagstrom's irritation.

Information director Mats Dellham says: "The criticism directed at us by Tony Hagstrom is criticism that we directed at ourselves last fall."

"We experienced substantial delays during the last half of 1984. We had a shortage of components, a situation we have now done something about. But we have certain backlogs."

The biggest problem has involved Ericsson Information Systems [EIS]--90 percent of Hagstrom's criticism is concerned with the EIS. Why?

"We merged three units--Facit, Data Saab, and the information section itself--within a very short time. The whole thing was done too quickly."

11798

CSO: 5500/2610

23 April 1985

SWITZERLAND

BINZ, SCHLUMPF VIEW PRIVATIZATION OF PTT

Zurich FINANZ UND WIRTSCHAFT in German 9 Feb 85 p 17

[Comment by Dr Hans Werner Binz, president of PTT central directorate; Federal Councillor Leon Schlumpf, chief of Swiss energy and transportation department: "Turn PTT Over to Private Ownership!"]

[Text] On 8 December, FINANZ UND WIRTSCHAFT suggested that Switzerland follow the British lead and turn over the Swiss postal and telecommunications services to private (small) investors. In the meantime, as has been reported, steps have been taken to bring about partial privatization of the Japanese telecommunications network. In Switzerland, this is an opportune time for rethinking the PTT issue. A study commission for a new telecommunications law is currently discussing the role of the PTT in the Swiss economy. There is sure to be no dearth of proposals for weakening the monopoly position of the PTT and for introducing greater transparency and more competition into the telecommunications market. In addition, there are financial considerations: a (partial) selloff of the PTT would provide the empty federal coffers with substantial sums of money. It goes without saying that the existing PTT monopoly must not simply be transformed into a private monopoly, e.g. a PTT Switzerland Corp. The American example demonstrates that the operators of private telecommunications networks need not necessarily act the part of monopolists. That is why we hold to our demand that a serious discussion of PTT privatization issue is in order. In this context, we are herewith publishing two comments to our suggestion--important comments, since they have been provided by Federal Councillor Leon Schlumpf, who heads the transportation and energy department which includes the postal and telecommunications services, and by Dr Hans Werner Binz, the president of the PTT central directorate. Dr. Fritz Muehleemann, the

general secretary of Schlumpf's department, who also heads the previously mentioned study commission, decided not to give us a statement at this time. We will be printing further reactions to this issue at a later date.

Binz Statement

The federal constitution provides that all Swiss postal and telecommunications services are a federal matter and that the tariffs are to be set on an equal basis. The constitution thus stipulates that the federal government is responsible for providing these services to the entire country on an equal basis.

The PTT organizational law, the postal service law and the telephone and telegraph service law, passed by the legislature, transferred this federal responsibility to the PTT and also set guidelines for organization, responsibility and performance. Parliament may amend the abovementioned legislation at any time and thereby exert influence on the activities of the PTT.

In particular, parliament established guidelines for the parameters of the monopoly. The postal service monopoly, for example, includes about two-thirds of the services. It does not include the mailing of printed matter, newspapers and sealed packages in excess of five kilograms as well as all money-by-mail and banking-by-mail (postal checking account) services. In these fields, the PTT must compete on the open market in every way. Because of its satisfactory facilities, the PTT manages to maintain a strong market position and, to all intents and purposes, a partial monopoly. In the telecommunications field, on the other hand, the monopoly is pretty much all-encompassing.

Equal Service Throughout the Country

By assigning responsibility for these countrywide services to the PTT and by instituting the abovementioned legal guidelines, assurance is given that the entire population throughout the country is provided with postal and telecommunications services on an equal and regular basis. The present assignment of responsibilities to the PTT makes it possible to provide equal service to densely and sparsely populated areas (including carrier as well as rail and bus delivery of mail; radio and television service and telephone lines). The PTT are making a major contribution to equalization among the different regions of the country. The *de iure* and *de facto* constraint on the part of consumers to make use of PTT services is offset by the constraint on the PTT to provide these services in an efficient manner.

Tight Network of Controls

The postal and telecommunications services are closely interconnected both in terms of operation and administration. Personnel, fiscal and legal affairs as well as construction, research, management and planning, etc. are all oriented to the system as a whole. If these interlocking arrangements were discontinued, this would inevitably lead to uneconomical duplication.

Although there is a great deal of independence and self-accountability in many areas, the PTT is a very well-controlled institution. In addition to the board of directors, various government supervisory and control bodies see to it that the PTT do not turn into a state within the state. Political control is explicitly exercised through parliamentary approval of the budget submission, the budget appropriations and the financial report.

Lots of Division of Labor with Private Sector

Even today the PTT are engaged in a great deal of close cooperation with the private sector. PTT activities are based on the principle of doing as much as necessary on one's own and engaging as much outside help as possible. In the construction, supply and services sector, the PTT operate on the basis of the free market principle by letting out contracts to Swiss firms for more than three billion Swiss francs annually. The telecommunications sector occupies a special position in which competition is restricted for the most part to domestic firms. Opening the relatively small Swiss market to foreign firms without assurance of reciprocity would deprive the domestic telecommunications industry—which is important to us in terms of security and jobs—of its basis of existence.

Completely Free Market

If the federal and/or PTT monopoly and the countrywide PTT operations would cease to exist, then anyone would be free to engage in postal and telecommunications activities as he saw fit. Based on the free play of the market forces, this would result in a new order where several private companies, competing with one another, would divide the communications sector between themselves.

It stands to reason that private companies would only operate in those fields where a profit might be expected. The government, for its part, would then have to intervene to create order; to assure equal service for the population-at-large and the economy and to close the gaps where no services were being provided. In addition, the government would be left with the unprofitable services in any event and would have to continue providing them.

Any breakup of the unified PTT system would probably result in lower rates in the telecommunications sector. But on the other hand it would result in significant deficits and/or much higher rates in the labor-intensive postal sector. This would create one more deficit item in the federal budget.

In economic terms, it would lead to an excess of activity. Breaking the PTT up into several private companies competing with one another would inevitably lead to duplication in the infrastructure of our small country; to oversupplies and undersupplies and consequently to a waste of economic resources. In addition, the existing social and regional imbalances would get even worse.

Lifting the monopoly would pose a threat to jobs in the Swiss telecommunications industry; new regional structural problems would arise and the very existence of our domestic telecommunications industry—which we need for reasons of security and military defense—would be endangered by multinational corporations.

PTT Switzerland Corp

There have been some isolated calls for turning the entire PTT system to private ownership. If that happened, we would have a private monopoly in place of the present public monopoly. PTT as a countrywide operation would cease; a large private corporation would take it over. Such a private firm would not be subject to any competition and there would be no pressure in terms of performance or rates.

In this case, too, the government would have to step in and regulate and come up with all sorts of new rules to guarantee a minimum of services. The government would also have to guarantee the stability of this private company; it would have to assume deficit guarantees and pay for public services. A private corporation of this kind would thus be relieved of incurring risks for the operation as a whole. What is more, the government would have to be granted a wide variety of control functions in the interest of the country as a whole and its population. All this makes for a totally atypical kind of private enterprise.

Any privately owned PTT would have to be purchased from the government. To arrive at an estimated value of the system constitutes a very difficult problem and I will therefore not focus on this aspect of the issue in this statement. For the consumers among the population-at-large and throughout the economy the interest payments on the capital to be invested (the balance sheet value being about 17 billion Swiss francs), the stockpiling of reserves, the maintenance of the government control apparatus and so on would scarcely be expected to result in lower rates for services.

Partial Private Ownership--Further Liberalization

Privatization is not interested in taking over the unprofitable postal and telecommunications services or in providing service to economically undesirable regions. Under the circumstances, the privatization and liberalization proposals (such as those made in the United States, in Great Britain and Japan) take in only the profitable telecommunications services.

The PTT are aware of the fact that the thrust in Switzerland is in this general direction as well. Now our telecommunications laws are currently under review. A study group is presently working on a draft for a new law; it has been appointed by the Swiss transportation and energy department. Primary criticism and conflict of interests revolves around the regulations with regard to the monopoly on equipment, particularly on end equipment such as telephones and telecopiers, etc. In principle, the PTT have no objections to a further liberalization of the retail trade in end equipment but they do wish to call attention to the overall relationships and general guidelines--such as transmission security; responsibility for operation; maintenance and repair service as well as general economic considerations.

Schlumpf Statement

The question of turning the PTT over to private ownership is an extremely multifarious one and is therefore badly suited for a handful of slogans and black-and-white answers. For that matter, privatization does not necessarily mean more competition. There are enough examples in foreign countries where a public monopoly was replaced by a private one--not always to the good of the public.

Switzerland is perfectly right in its commitment to the free market. A great many of our affairs are best resolved under competitive conditions in a free market economy--which is one reason why we are convinced of its advantages.

But without a doubt there are some segments which must not be left to the free play of the marketplace for economic and social reasons and for reasons of state. There are other reasons, but I cannot list them all here. If the idea is to open up and to service the different parts and regions of our federated country with the necessary infrastructure in an appropriate and evenhanded manner, then this can hardly be left to the market and the regulating function of competition. Interventions ranging all the way to the establishment of a government monopoly will seem to be the best and most appropriate solution.

Nonetheless, a government monopoly is not the be-all and end-all solution. Anyone who operates a monopoly must earn that monopoly over and over again and must give proof of the fact that he is performing the

best possible service both in the interest of society and the economy. The authorities must determine whether the monopoly solution is still appropriate to changing conditions and situations and make the necessary corrections, if need be.

This also applies to the PTT sector where a review is presently under way with regard to the major legislative guidelines.

The question of defining the limits of the monopoly will be an important one in this context.

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